DESIGN

Des.

# DISTINCTIVE CREATIONS

RETURN TO DESIGN DIV.

*presents*

F-14

U.S. Patent Office
JUL 2
Patent Applied For

July 7, 1953
RETURN TO DESIGN

*America's Pre-eminent Gift Line*

FLORBAR *presents* New Soap—in the form of a rich lotion . . . delicately colored . . . heavenly textured . . . deliciously fragrant as the finest French soaps! Newest and most ingenious of all is the Flobar "Soap Cake!" Imagine . . . a "jewel-like" plastic Soap Cake containing Flobar Cream Lotion Soap, when caressed in the hands releases the rich Cream Lotion Soap through a pressure button . . . a personal soap! Complete with a plastic cover—for assured dainty cleanliness, and ideal for travel. The "Soap Cake" is easily refillable and lasts indefinitely.

## FLOBAR TRAVEL KIT "ENSEMBLE"

"Bon Voyage!" A true meaning of the words when your traveling bag is packed with the jewel-like Flobar "Soap Cake" and 2 Cream Soap "Squeezes—dainty refills ...and as an added smart requisite—fine textured hand towels, daintily decorated. All these fitting compactly in a soft translucent plastic carrying case, snap fastened.

F401 Retail $2.50 Wholesale $18.00 dz.

## FLOBAR "SOAP CAKE"

For the smart hostess who realizes the appointment of more than one "Soap Cake." Filled and packaged in its very own windowed decorated box.

F201 Retail $1.25 Wholesale $9.00 dz.

## FLOBAR REFILLS

2 Squeezies in Gift Box.

F600 Retail .50 Wholesale $3.60 dz.

## FLOBAR "PETITE" COMBINATION SET

The jewel-like Flobar "Soap Cake" in happ harmony with 2 Cream Lotion "Squeezies" dainty refills. Simply squeeze the fragrant Crean Lotion Soap into the Flobar. Ideal for smar "Petite Gift" giving.

F501 Retail $1.50 Wholesale $10.80 dz.

## LIP LITE

A sensationally successful item. Press button and flood of light strikes the mirror. For those touch-ups in the dark, it's indispensible. Gift boxed. Assorted colors.

LIL Retail $1.25 Wholesale $9.00 dz.

## HANDBAG CADDIE

LIBRARY
JUN 8 1953
U. S. PATENT OFFICE

U. S. Patent Office
JUL 2 1953
Design Division

By far the largest selling and most popular handbag holder on the market. Each caddie comes on ATTRACTIVE SELF SELLING Display. Golden metal with enamel etched top.

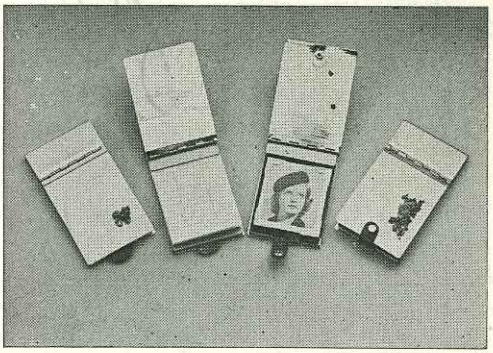
HBC Retail $1.00 Wholesale $7.20 dz.

## ENGLISH PENNIES

Genuine pennies made into clever and useful items. Key Ring, Locket with Kay Ring and Pill Boxes. All gold plated. Very unique indeed.

KCO Keyring Retail $1.50 Wholesale $10.80
CNL Locket Retail $2.25 Wholesale $16.20
PCN Pill Box Retail $1.75 Wholesale $12.60

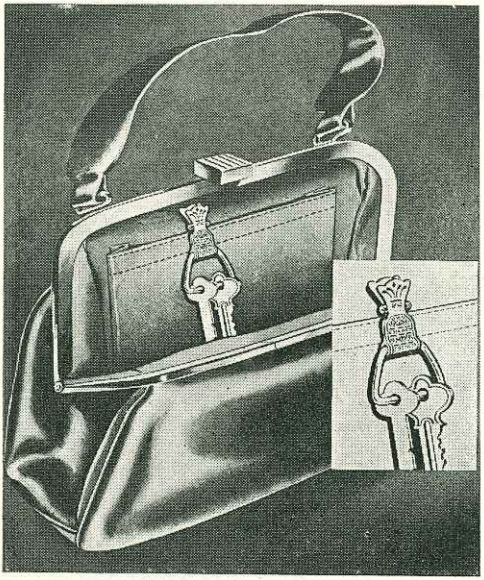
## PULLADEX ADDRESS AND PHOTO ALBUM



Two of the smartest gifts of the year. Pull tabs and leafs flap in a rolling action. Made of golden metal with clover on Address and floral motifs on Foto. Small enough to fit nicely into handbag.

PDX Address Retail $2.00 Wholesale $14.40
PXF Photo Retail $2.50 Wholesale $18.00

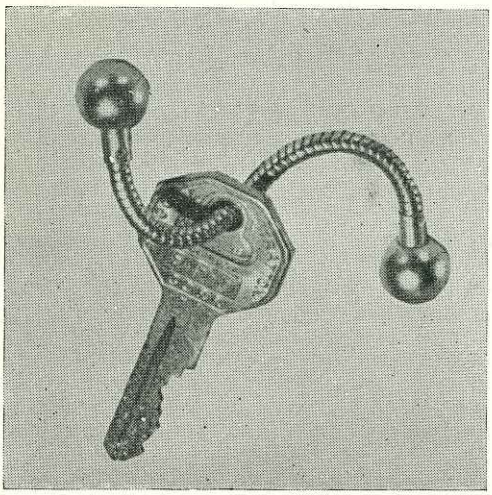
## KEY CADDIE



A grand idea for Milady's Keys. Simply clip in bag, and no more fumbling in handbag is neccessary. Made of golden metal. Beautifully gift boxed.

KEC Retail $1.00 Wholesale $7 20 dz.

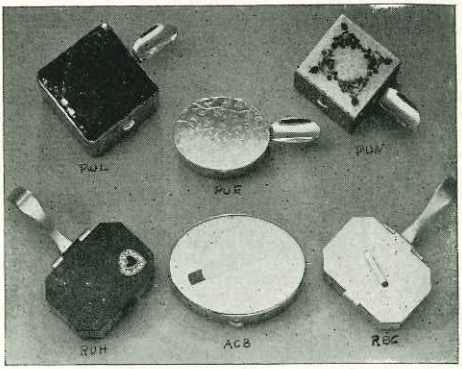
## SCREWBALL KEYCHAIN



Without doubt one of the most satisfactory key carriers ever devised. Flexible golden metal chain with golden balls which unscrew to permit keys to be put on. Gift boxed.

SBK Retail $1.00 Wholesale $7.20 dz.

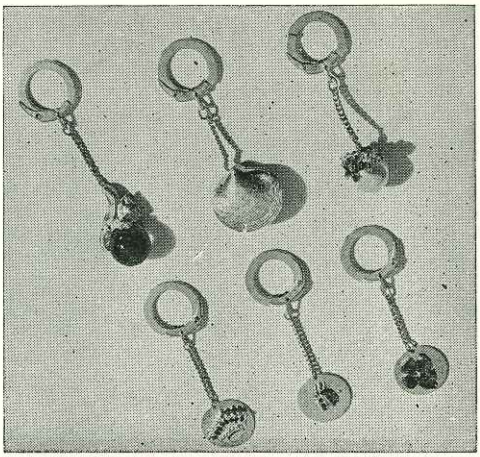
## PURSE BUTLERS




Six butlers that have proven best sellers in thousands of shops throughout the country. All are golden metal.

| | | | |
|---|---|---|---|
| PUE | Embossed | Ret. $1.00 | Whole. $7.20 dz. |
| RBC | Oblong Cig | Ret. $1.00 | Whole. $7.20 dz. |
| ACB | Oval Cig | Ret. $1.19 | Whole. $8.40 dz. |
| RUH | Jewled | Ret. $1.50 | Whole. $10.80 dz. |
| PUN | Cloisone | Ret. $2.00 | Whole. $14.40 dz. |
| PUL | Leather | Ret. $2.00 | Whole. $14.40 dz. |

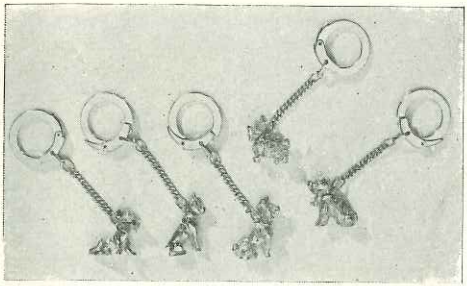
## KEY CHAINS



Charming is the word for these unique key items. A sure fire seller. Gold plated. Gift boxed.

| | | | |
|---|---|---|---|
| BKC | Animal | Ret. $1.50 | Wholesale $10.80 dz. |
| KRG | Crown | Ret. $1.50 | Wholesale $10.80 dz. |
| KRB | Bug | Ret. $1.50 | Wholesale $10.80 dz. |
| KRC | Clover | Ret. $1.50 | Wholesale $1080 dz. |
| BKP | Violet | Ret. $1.75 | Wholesale $12.00 dz. |
| SLK | Shell | Ret. $2.00 | Wholesale $14.40 dz. |

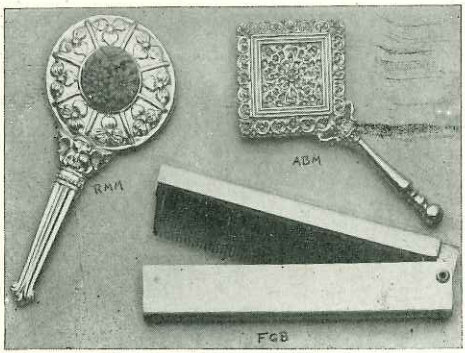
## PUPPIE KEYRINGS



Cutest little puppies you ever saw. Made of golden metal. Beautifully sculptured. Gift Boxed. Subjects: Scottie, Daschound, Poodle, Boxer, Spaniel.

PUP Retail $1.50 Wholesale $10.80 dz.

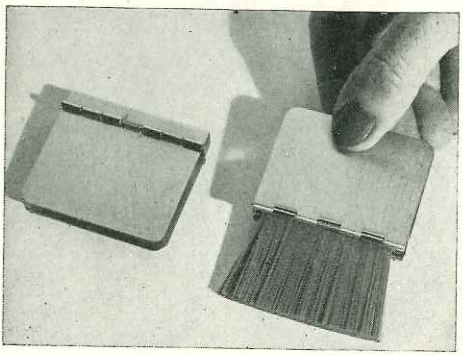
## MIRRORS-COMBS




Two Attractive little mirrors for the purse. A folding comb of Durogold. Gift Boxed.

RMM Retail $1.00 Wholesale $7.20dz.
ABM Retail 1.00 Wholesale $7.20 dz.
FCB Retail $1.50 Wholesale $10.80 dz.

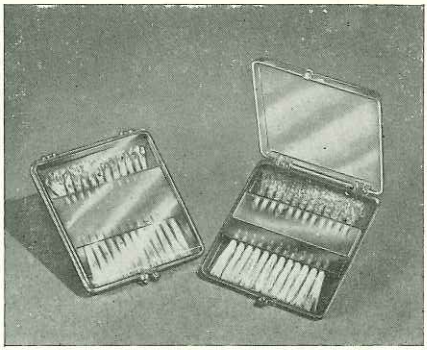
## FLIP OVER BRUSH



A grand little brush for the handbag. So slim, it takes up but little room. Just flip it over for the emergency brushoff. Golden metal with nylon bristles.

FBP Retail $1.25 Wholesale $9.00 dz.

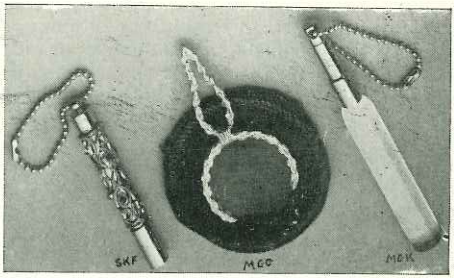
## DUET PURSE BRUSHES



Two Cute Little brushes. One of Nylon for clothes, the other of wire brush for suede. Assorted colors.

DUB Retail 75c Wholesale $5.40 dz.

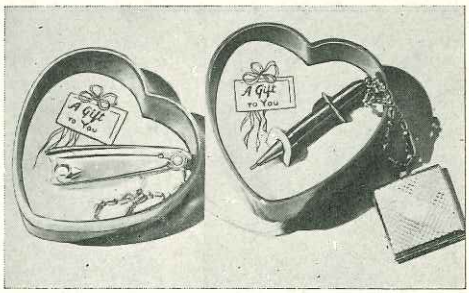
## MAGNIFIERS—SEWING KIT




Tiny sewing kit with key chain, contains needles and thread. Golden metal with Filigree. MGK has plastic magnifier and keychain. MGG has powerful crystal magnifier and golden metal frame. Comes in velvet carrying case.

SKF Retail .75 Wholesale $5.40 dz.
MGK Retail .89 Wholesale $6.60 dz.
MGG Retail $1.75 Wholesale $12.00 dz.

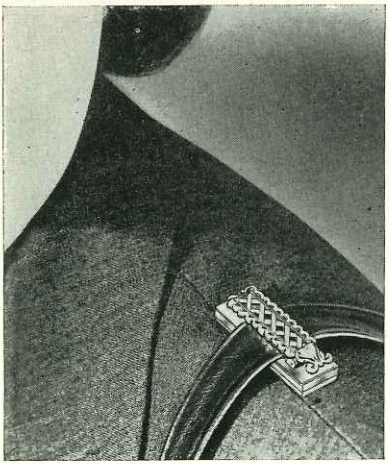
## PENCIL N PHOTO LOCKET
## FILE N NAIL CLIPPER




Two clever gifts. Plastic gold trimmed pencil with keychain and photo locket. 22 carat gold plated nail clip with file and keychain. Both in attractive Heart shaped acetate gift box.

HTC Clipper Retail $1.00 Wholesale $7.20 dz.
HTL Locket Retail $1.25 Wholesale $9.00 dz.

## SHOULDER BAG CADDIE



A practical and popular number. When placed on strap, it prevents same from slipping off shoulder. Golden metal and comes in beautiful gift box of clear acetate.

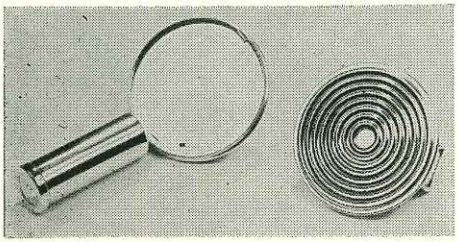
SBC Retail $1.00 Wholesale $7.20 dz.

## POODLE SET

Grand for the gals with Poodle Hairdo's. Golden metal brush and comb. Comes in attractive carrying case to fit in handbag.

POD Retail $2.00 Wholesale $14.40 dz.

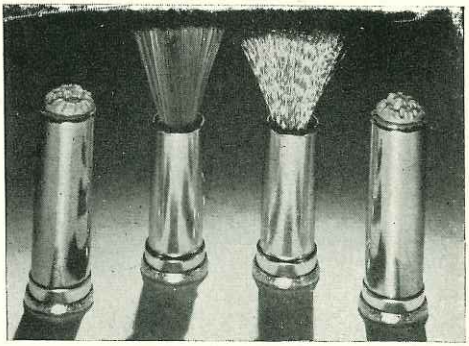
## LIP-MIRROR



Lipstick and Mirror all in one unit. Made of Golden Metal, a hit number.

LPM Retail $1.00 Wholesale $7.20 dz.

## LIPSTICK BRUSHES

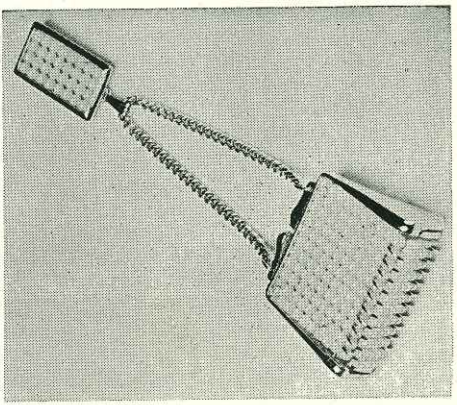


Tiny little nylon and suede brushes that fit in lipstick case. Eeach has cameo mounting on top. Made of golden metal.

RPN Nylon Ret. $1.00 Wholesale $7.20 dz.

RPS Suede Ret. $1.00 Wholesale $7.20 dz.

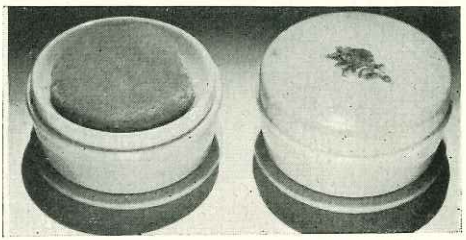
## BELT PURSE



A clever jeweled fashion accessory that adds a decorative touch to belt or lapel. Holds a bill plus small change. Simulated pearl and Gold Plated.

LAP Retail $2.00 Wholesale $14.40 dz.

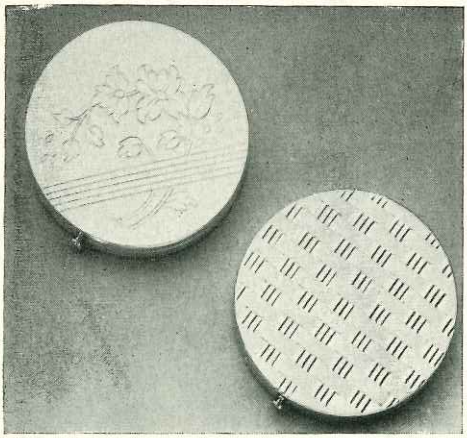
## POWDER BOX



Handsome box for powder. Press down type, which permits only enough powder to come through to do the job. Made of plastic in pink or blue. Gift boxed.

PWB Retail $1.25 Wholesale $9.00 dz.

## RITZ COMPACTS



Very popular and a splendid value. Made of golden metal. Diameter 3¼ in. Sifter type.

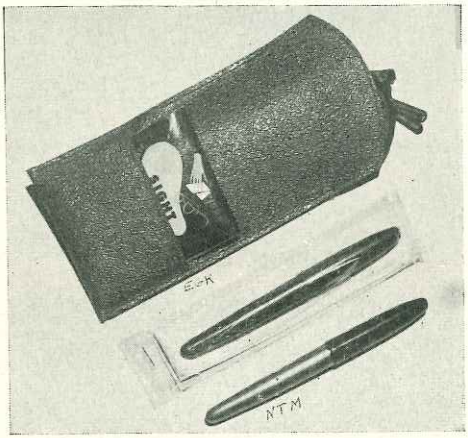
RZC Retail $1.50 Wholesale $10.80 dz.

## PERFUME FLASK

Utterly charming. These little flasks are leak proof and hold a generous supply of perfume. Genuine cobra leather in assorted pastel shades. Gift boxed.

PRK Retail $2.00 Wholesale $14.40 dz.

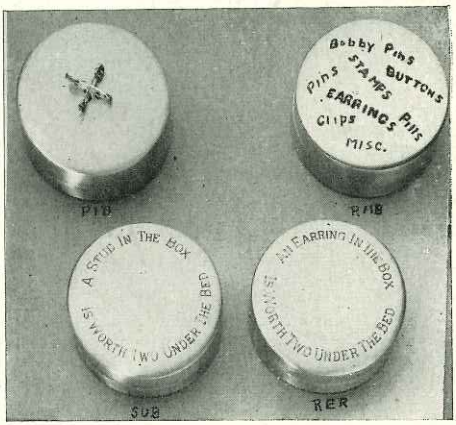
## EYE GLASS CASE—NAME TAPES




A genuine Morocco Leather Eye Glass Case, with cleaners, in assorted colors. Indelible ink name tapes that can be applied to any cloth and campers clothing.

NTM Tape Ret. .79 Wholesale $5.76 dz.
EGK Eyeglass Ret. $1.25 Wholesale $9.00 dz.

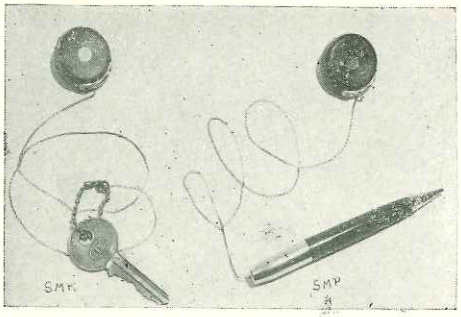
## BOXES-BOXES




These Attractive Little Boxes, 2¼ inches in diameter are making a big hit. Made of Golden Metal, with Simulated Velvet Linings.

| | | |
|---|---|---|
| PIB | Retail $1.00 | Wholesale $7.20 dz. |
| RMB | Retail $1.00 | Wholesale $7.20 dz. |
| SUB | Retail $1.00 | Wholesale $7.20 dz. |
| RER | Retail $1.00 | Wholesale $7.20 dz. |

## SIMPULL PENCIL—KEY CHAIN



Finest action on any reel. Very popular with sales people, nurses, etc. The key can be pinned in purse. Assorted colors.

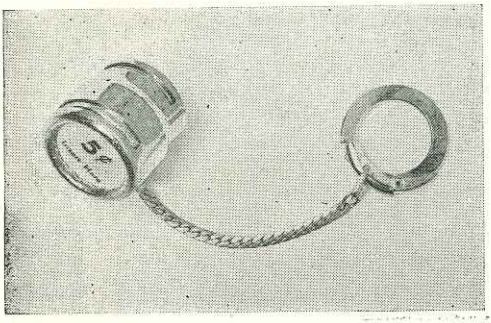
SMK Retail $1.00 Wholesale $7.20 dz.
SMP Retail $1.50 Wholesale $10.80 dz.

## GLOVE HOLDERS

Popular glove holders. Doran Model is bejewelled and comes in acetate gift box. Regular model Gift Boxed.

GLH Regular Ret. .89 Wholesale $6.48 dz.
DGH Doran Ret. $1.00 Wholesale $7.20 dz

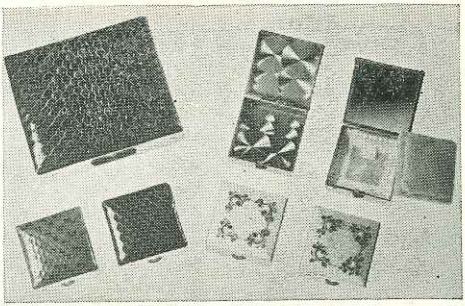
## COIN CLIP KEYRING



Golden metal coin holder for Nickles and Dimes Grand for Subway, Bus and Parking Meter fares. Has Key Ring for keys. Gift boxed.

CCK Retail $1.00 Wholesale $7.20 dz.

## PILL BOXES AND COMPACTS



These attractive numbers come in enameled and genuine Snake Skin coverings.

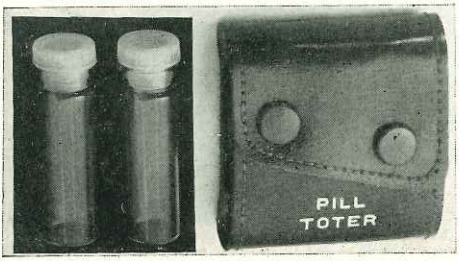
EPD Enamel Pill
Retail $2.00 Wholesale $14.40 dz.
ECD Tiny Compact Enamel
Retail $2.25 Wholesale $15.00 dz.
LEP Leather Pill
Retail $2.00 Wholesale $14.40 dz.
LEC Tiny Compact Leather
Retail $2.25 Wholesale $15.00 dz.
LEM Reg. Compact Leather
Retail $3.00 Wholesale $21.60 dz.

## ANCHOR GLOVE HOLDER

A highly novel number. An anchor which forms a golve holder. Gold plated. Comes in attractive acetate gift box.

AGL Retail $1.00 Wholesale $7.20 dz.

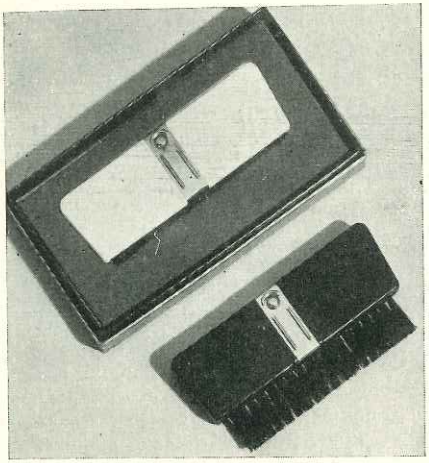
## PILLTOTER




Without doubt the most practical pill and capsule carrier ever devised. Two crystal vials in genuine leather case.

PT2 Retail $1.00 Wholesale $7.20 dz.

## SNAP BRUSH



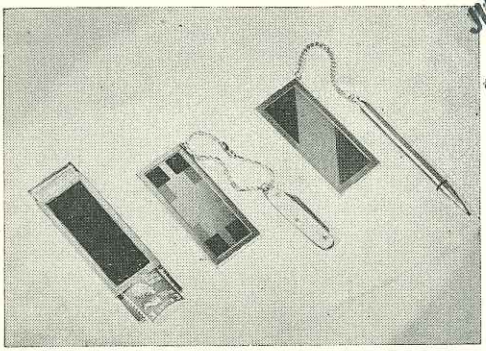
An ingenuous little purse brush. Push button and brush snaps out. Push back to insert in holder. Ivory and black plastic. Gift Boxed.
SBR Retail $1.00 Wholesale $7.20 dz.

## BABY CALCULATOR

The most efficient minature adding machine on to-day's market. Adds, subtracts, multiplies, divides. Designed for years of service. Comes in fabric carrying case with full instructions
ADD Retail $2.95 Wholesale $21.60 dz.

U. S. Patent Office
JUL 2 1953
Design Division

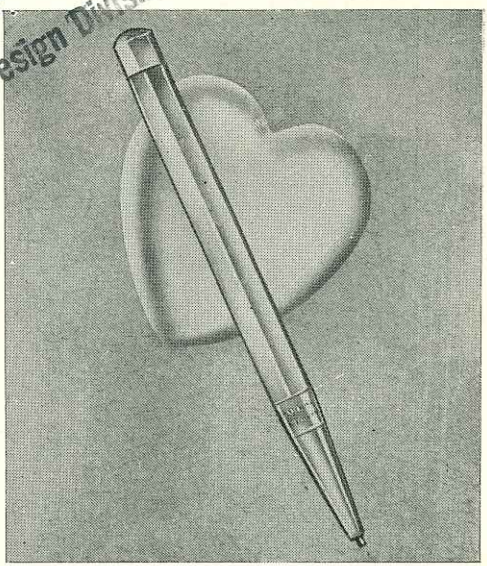
## STAMP CARRIERS



The most practical stamp holder yet devised. Will hold 40 stamps. Wafer thin, they will fit into wallet or purse. The pencil models are perfect for the Handbag. Comes in Enamel or genuine Leather coverings.

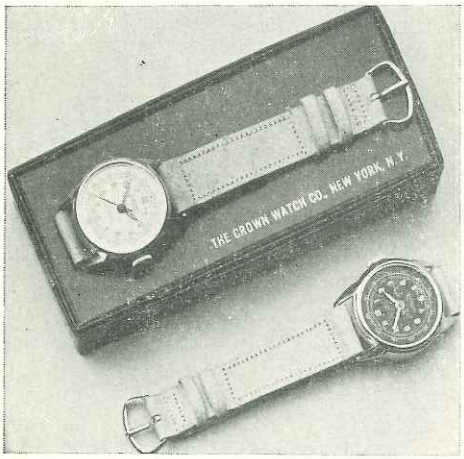
STE Enamel
Retail .89 Wholesale $6.48 dz.
STC Leather
Retail $1.25 Wholesale $9.00 dz.
SEP Enamel & Pencil
Retail $1.50 Wholesale $10.80 dz.
SEK Enamel & Knife
Retail $1.00 Wholesale $7.20 dz.
STP Leather & Pencil
Retail $2.00 Wholesale $14.40 dz.

## ART STICK



A very chique and clever dress accessory. Gold metal heart which holds the tiny little pencil on same magnetically. Can be pinned on dress or uniform. Beautifully gift boxed.
ART Retail $2.50 Wholesale $18.00 dz.

## CROWN WRIST WATCH

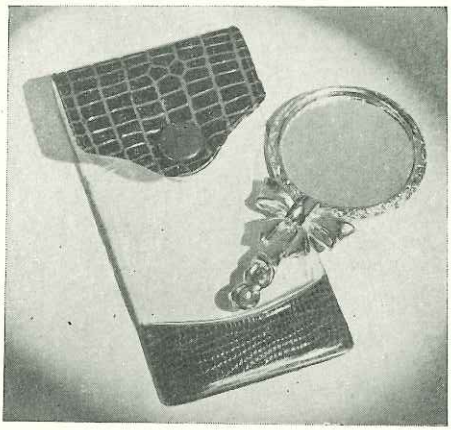



A rugged and dependable wrist watch at an amazingly modest price. Imported jeweled swiss movement in chrome case. Unbreakable crystal, illuminated dials and sweep second hands. Anti magnetic, shock resistant. Genuuine pig strap. Fully guaranteed for one year. Comes in mens and womens styles.

CRM Men
Retail $7.50 Wholesale $54.00 dz.

CRW Women
Retail $7.50 Wholesale $54.00 dz.

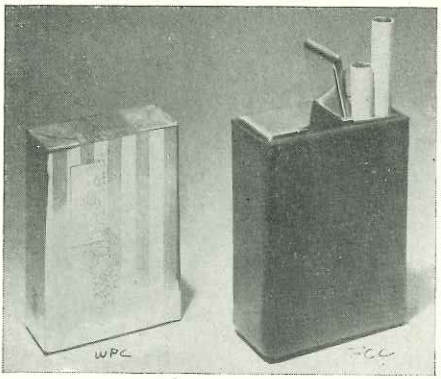
## PURSE MIRROR



A smart little mirror in handsome simulated leather carrying case. A must for the handbag. Gift boxed. Assorted colors.

PMC Retail $1.25 Wholesale $9.00 dz.

## FULLPACK CIGARETTE HOLDER

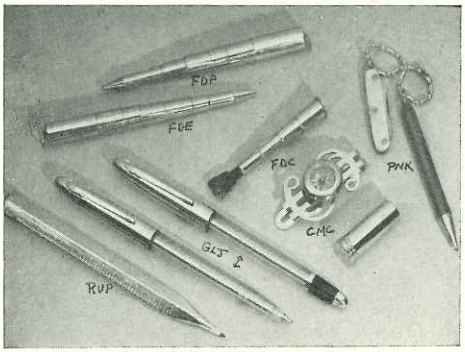



Two swank cigarette Holders that take the full pack. Leather in baby calf. Assorted colors. Imported from Switzerland. Sterling Silver engine turned in non tarnishable silver.

FCC Leather
Retail $7.50 Wholesale $54.00 dz.

WPC Sterling
Retail $10.00 Wholesale $72.00 dz.

## PENCILS—PENS ETC.




All these numbers are proven best sellers.

RUP Ruler Pencil
Retail .75 Wholesale $5.40 dz.

FDP Folding Pencil
Retail $1.00 Wholesale $7.20 dz.

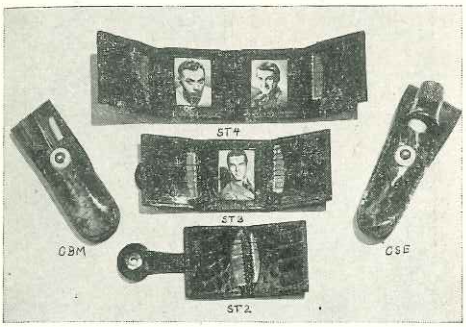
FDE Folding Pen
Retail $1.00 Wholesale $7.20 dz.

FDC Folding Cigarette Holder
Retail $1.00 Wholesale $7.20 dz.

GLC Ball Point Pen
Retail $1.00 Wholesale $7.20 dz.

PNK Pencil and Knife Keychain
Retail $1.25 Wholesale $9.00 dz.

## COBRA NOVELTIES




All are made of genuine Cobra Snakeskin in Red, Green and Brown.

CSE Sewing Kit
Retail $1.00 Wholesale $7.20 dz.

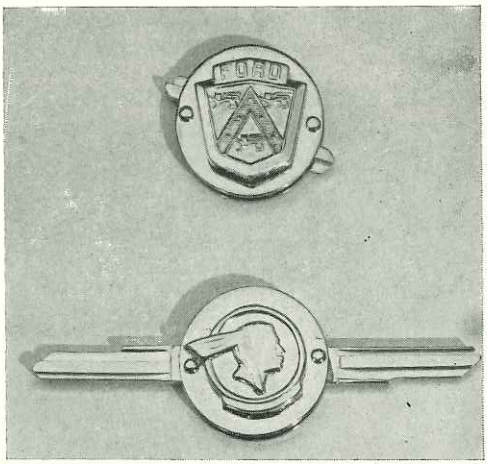
CBM Manicure Kit
Retail $1.10 Wholesale $7.80 dz.

ST2 Stamp Case
Retail $1.00 Wholesale $7.20 dz.

ST3 Stamp n Photo
Retail $1.25 Wholesale 9.00 dz.

ST4 Stamp n Photo
Retail $1.50 Wholesale $10.80 dz.

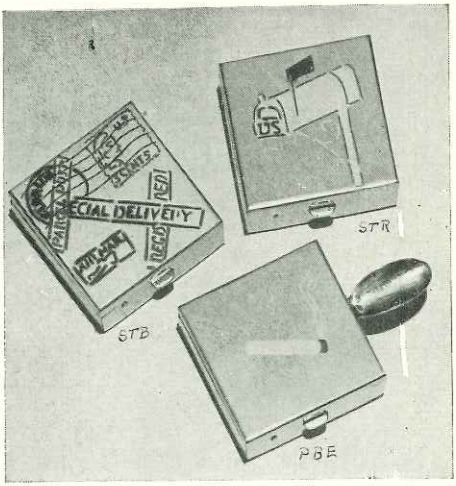
## TWIN CARKEYS




An extremely smart accessorie that will be prized by any auto owner. Available for all makes of cars in the Ford, General Motors and Chrysler field. Also with St. Christopher. Golden Metal with key blanks that can be cut by any locksmith.

TWC Retail $2.00 Wholesale $14.40 dz.

## STAMP BOXES—CIGARETTE BUTLER




Clever stamp boxes to carry in purse or desk drawer. Made of golden metal with enamel motifs. Cigarette butler, enamel tops in assorted colors.

STB Special Delivery
Retail $1.00 Wholesale $7.20 dz.

STR Rural Free
Retail $1.00 Wholesale $7.20 dz.

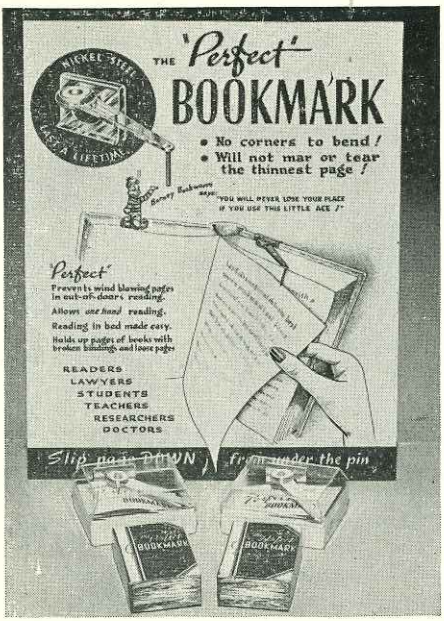
PBE Butler
Retail $1.00 Wholesale $7.20 dz.

## PULLOUT PHOTOS

Cute little photo frame. Pulls out and has tiny easel for standing. Golden metal with genuine Cobra leather covering. Assorted colors.

PLP Retail $2.00 Wholesale $14.40 dz.

## PERFECT BOOK MARK

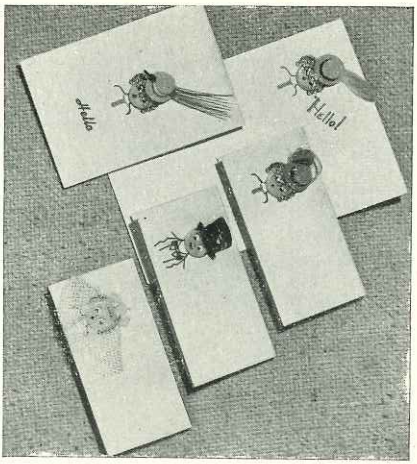

THE 'Perfect'
BOOKMARK
• No corners to bend!
• Will not mar or tear the thinnest page!
"YOU WILL NEVER LOSE YOUR PLACE IF YOU USE THIS LITTLE ACE!"
'Perfect'
Prevents wind blowing pages in out-of-doors reading.
Allows one hand reading.
Reading in bed made easy.
Holds up pages of books with broken bindings and loose pages
READERS
LAWYERS
STUDENTS
TEACHERS
RESEARCHERS
DOCTORS
Slip pages DOWN from under the pin

All that the name implies. So simple in operating. Fits any book. A hit number. Comes in Nickel, Silver, and Gold Plated finishes. Gift Boxed.

BMN Nickel
Retail $1.00 Wholesale $7.20 dz.

BMG Gold
Retail $2.00 Wholesale $14.40 dz.

## BETTY BUTTONS




The Cutest idea in many a season. The buttons, hats, feathers, are all genuine and highly colorful. A terrific hit wherever shown. Comes 12 cards to the box.

BBT Tallies
Retail $2.00 Box Wholesale $13.50 dz.

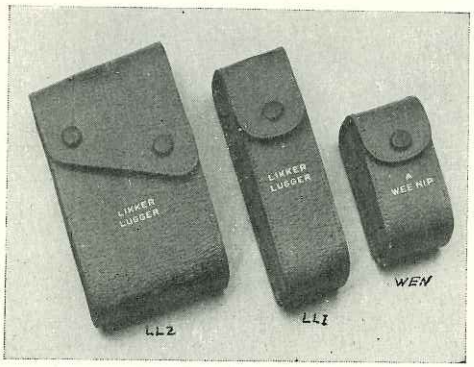
BBP Place Cards
Retail $2.00 Box Wholesale $13.50 dz.

BBD Bride
Retail $2.00 Box Wholesale $13.50 dz.

BBG Groom
Retail $2.00 Box Wholesale $13.50 dz.

BBN Notes
Retail $2.00 Box Wholesale $14.40 dz.

## LIQUID PURVEYORS




Grand for those people who find it necessary to carry liquids such as medicine and spirits. Fits in handbag or pocket. Made of genuine leather in pig and top grain cow hide, with crystal vials. Gift Boxed.

WEN 3/4 oz. Retail $1.00 Wholesale $7.20 dz.
LL1 1½ oz. Retail $1.50 Wholesale $10.80 dz.
LL2 3 oz. Retail $2.50 Wholesale $18.00 dz.

## ST. BERNARD DOG IDENTIFIER

An outstanding success. Thousands of smart canines are already receiving the protection these clever little barrels give. Simply snap on collar. Attractive Display with each order.

SBS Silver Plated
Retail $1.00 Wholesale $7.20 dz.

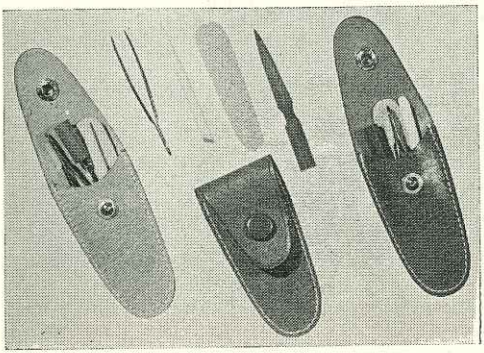
## SHAMPOO GOGGLES

The grandest item in many a year. You'll be thankful for them every time you take a shower or shampoo your hair. Easy to see through. Plastic bound with absorbent terry cloth so that not a drop can seep through. Protects eyes from home permanent and tinting chemicals. Elastic band for snug fit. The children will love them.

SOG Adults
Retail $1.75 Wholesale $12.00 dz.

SOC Childs
Retail $1.75 Wholesale $12.00 dz.

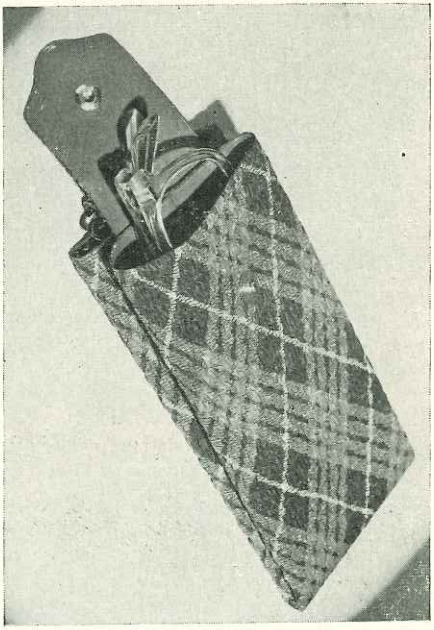
## PETITE MANICURE SET



This cute little set belongs in all handbags. Made of genuine leather with Tiny Tweezer, Nail File, Emory Board and Cuticle Stick. Comes in assorted colors.

MSL Retail $1.00 Wholesale $7.20 dz.

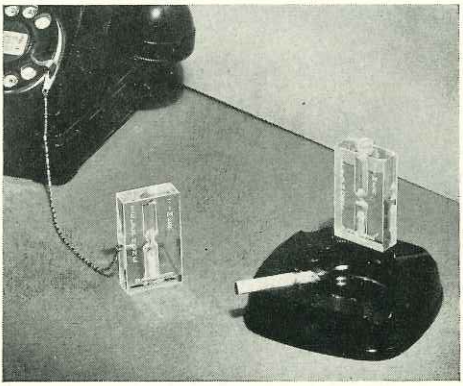
## SUNGLASS CASE



Highly colorful waterproof plastic carrying case. Has two pockets either for regular glasses and sun glasses or for toting nic nacs. Grand for the beach and swimming pools.

SGS Retail $1.00 Wholesale $7.20 dz.

## TELEPHONE TIMER

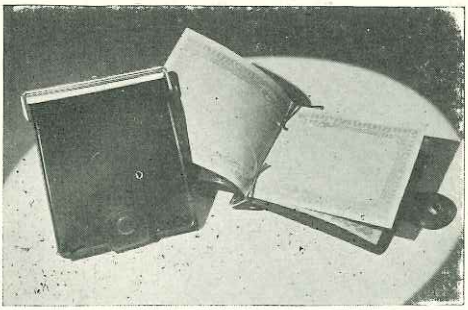


The most practical item of the year. Saves its cost in a short time by checking phone calls. Runs for three minutes. Can be attached to phone or used with ashtray. Made of crystal clear lucite.

TLT Chain Type
Retail $2.00 Wholesale $14.40 dz.

TLA w/ashtray
Retail $3.00 Wholesale $21.60 dz.

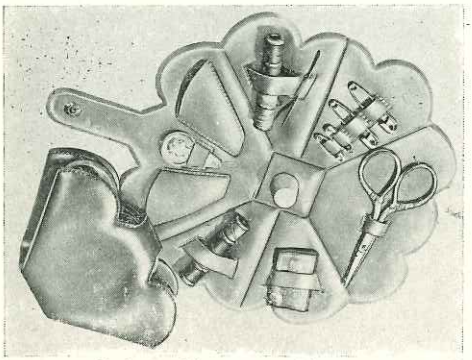
## SLIM JIM BILLFOLD



A terrific value. Gold metal clip slides out to release bills. Has pocket for cards, etc. Made of long wearing plastic with feel of leather. Assorted colors. Gift Boxed.

SJB Retail $1.00 Wholesale $7.20 dz.

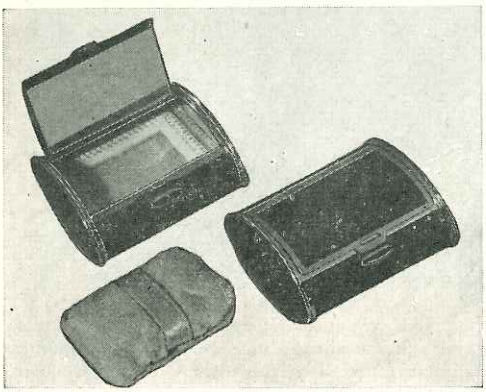
## BASKET SEWING KIT



A very distinct hit. Everything needed for needle weilder. Made of plastic fabric with the feel of leather. Assorted colors. Gift Boxed.

BSK Retail $1.75 Wholesale $12.00 dz.

## OVAL COMPACTS



One of the smartest compacts of the year. Truly different. Richly gold plated in a wide assortment of beautiful enamel colors.

OVC Retail $3.95 Wholesale $27.00 dz.

## SAINT CHRISTOPHER BANTAMLITE POCKET FLASHLIGHT

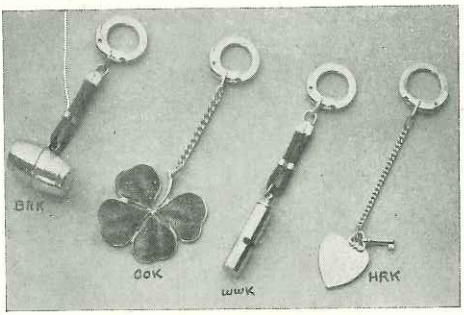
G—55 ST. CHRISTOPHER MODEL—Flip it up . . . it lights. Super-powered beam. Glows in dark when light is off and says "Here I am" when you need it. Handy key chain. Complete with 2 batteries and G. E. bulb. Gift packed.

B—14 ST. CHRISTOPHER MODEL — Same as G—55 (above) but case finished in rich Jeweltone colors: Ruby, Red, Saphire Blue, Emerald Green.

FREE ST. CHRISTOPHER COUNTER-PAK dispenser with each dozen.

BSC Retail $1.00 Wholesale $7.20 dz.

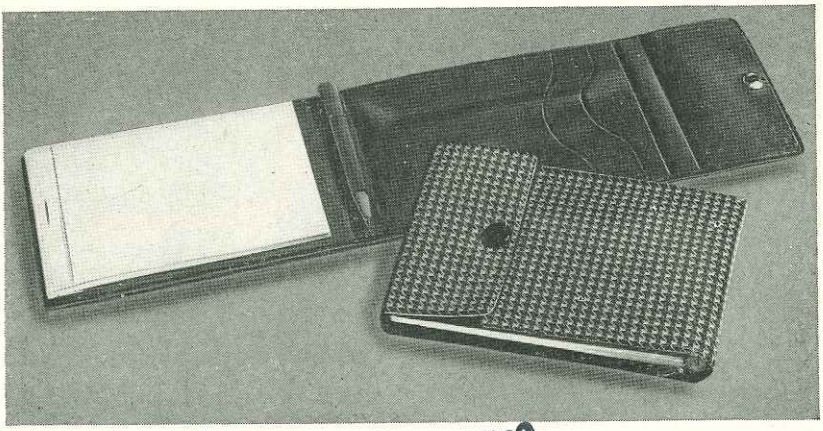
## KEY CHAINS




Four highly popular Key Chains, all of golden metal. Barrell, with two tiny dice. Wolf whistle, Key to my heart and Lucky Four Leaf Clover, with Green Enamel Clover.

BRK Retail $1.00 Wholesale $7.20 dz.
COK Retail $1.00 Wholesale $7.20 dz.
WWK Retail $1.00 Wholesale $7.20 dz.
HRK Retail $1.00 Wholesale $7.20 dz.

## MEMO KIT



A grand value. The generous sized note pad with pencil is most practical. Has compartment for bills, cards, etc. Made of colorful plaid designed plastic cloth. Gift Boxed.

PRW Retail $1.00 Wholesale $7.20 dz.

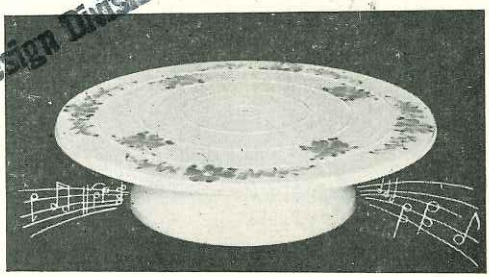
U. S. Patent Office
JUL 21 1953
Design Division

## GLOBE BANK

An outstanding creation in plastic. Accurate Relief Map in five colors. Rotates on meridian arm. Enables Children and Adults to see the world we live in. Holds coins and paper money. Height 7½".

GLB Retail $2.50 Wholesale $18.00 dz.

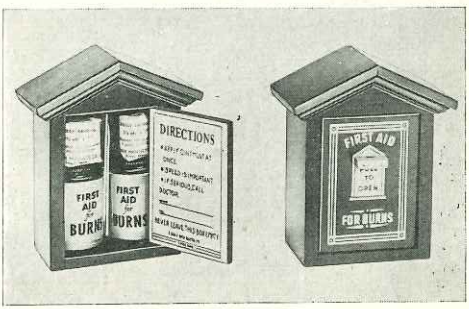
## MUSICAL CAKE PLATE



Grand for birthday parties. Wind up, and it plays "HAPPY BIRTHDAY TO YOU." Comes in white plastic with hand decorated flowers.

MTY Retail $5.95 Wholesale $43.20 dz.

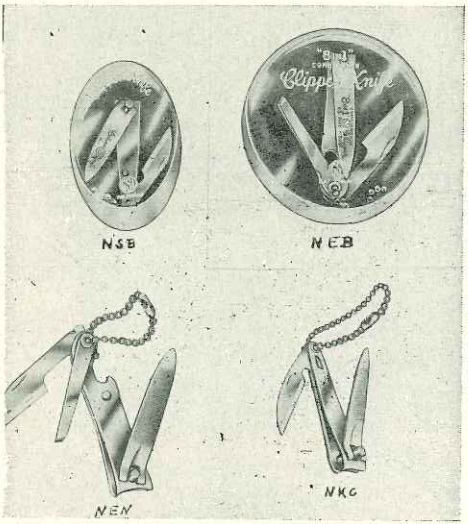
## FIRST AID BOX




Belongs in every kitchen. Has all the necessary aids for burns, which can happen at any time. Worth its weight in gold. Gives one a sense of security.

FSA Retail $2.50 Wholesale $18.00 dz.

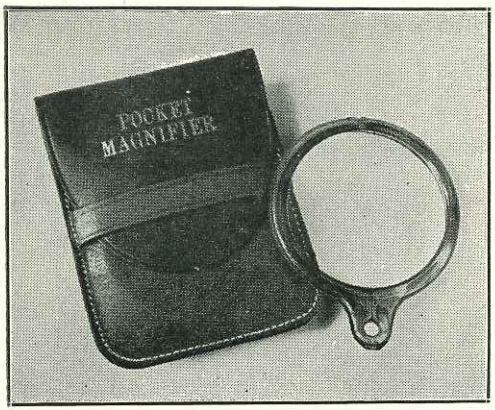
## CLIPPER KNIVES




Sensationally successful man's item. Made of finest chronium plate with surgical tool steel. NSB, NKG, NKC, have four tools. NEB, NEN have 8 tools. NKG is gold plated with pigskin carrying case. NSB gold plated in acetate. Gift Box. NEB Chronium plated in acetate. Gift Box. Others in regular Gift Box.

| | | | |
|---|---|---|---|
| NKC | Retail .75 | Wholesale | $5.40 dz. |
| NKG | Retail $1.19 | Wholesale | $8.40 dz. |
| NEN | Retail $1.25 | Wholesale | $9.00 dz. |
| NSB | Retail $1.35 | Wholesale | $9.60 dz. |
| NEB | Retail $1.50 | Wholesale | $10.80 dz. |

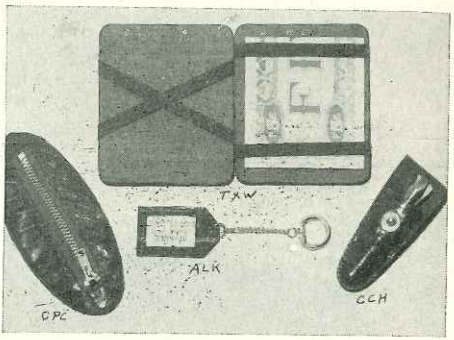
## POCKET MAGNIFIER




So many people will welcome this fine Magnifier as a purse piece or a desk accessory. Magnifier is of the finest quality 2½ power lens. The case is of genuine leather.

| | | | |
|---|---|---|---|
| PKM | Retail $1.50 | Wholesale | $10.80 dz. |

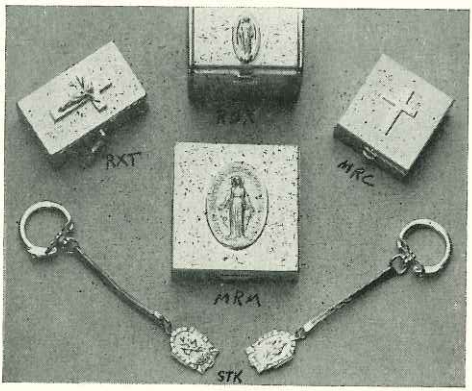
## TRICK BILLFOLD—AUTO LICENSE KEY CHANGE PURSE—CIGARETTE HOLDER




An old chinese trick used as a bill fold. Most intriguing. Genuine Morocco in assorted colers. Golden ejector type cigarette holder in genuine Cobra leather case. Change Purse in genuine Cobra. Auto License genuine leather. Assorted colors.

| | | | |
|---|---|---|---|
| ALK | License Retail .79 | Wholesale | $6.60 dz. |
| TXW | Billfold Retail $1.19 | Wholesale | $8.40 dz. |
| CPC | Change Purse Retail $1.25 | Wholesale | $9.00 dz. |
| CCH | Cig Holder Retail $1.50 | Wholesale | $10.80 dz. |

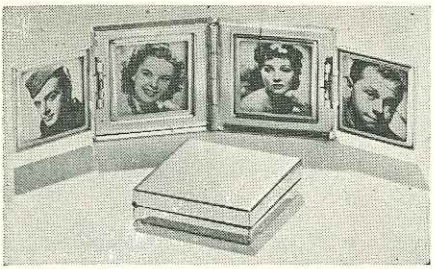
## ROSARY—ST. CHRISTOPHER




These popular designs are all of golden metal. St. Christopher Key comes in silver or gold finishes.

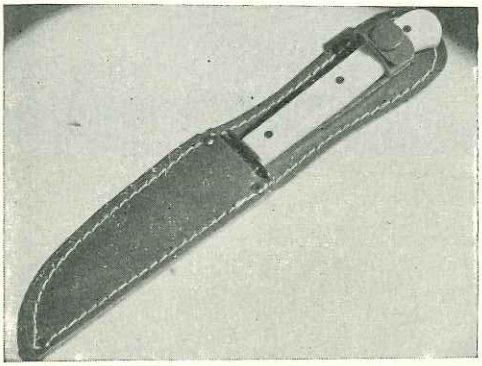
| | | | | |
|---|---|---|---|---|
| STK | St. Cris. | Ret. $1.00 | Wholesale | $7.20 dz. |
| MRC | Rosary | Ret. $1.00 | Wholesale | $7.20 dz. |
| MRM | Rosary | Ret. $1.25 | Wholesale | $9.00 dz. |
| RBX | Rosary | Ret. $2.00 | Wholesale | $14.40 dz. |
| RXT | Rosary | Ret. $2.25 | Wholesale | $16.20 dz. |

## FOURSOME FRAME



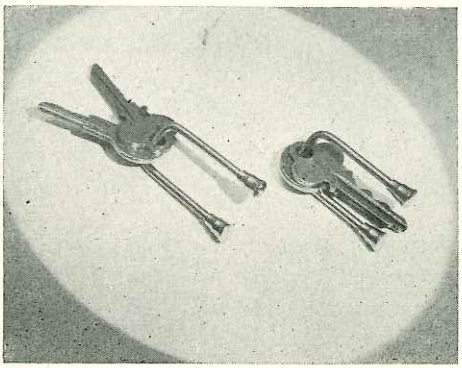
The cleverest frame of the year. 1¼" square when closed. Made of Duragold.
MFF Retail $2.00 Wholesale $14.40 dz.

## COMMANDO KNIFE LETTER OPENER



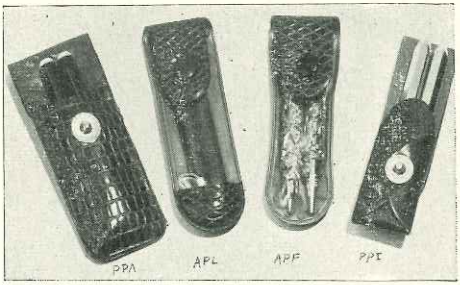
A miniature commando knife in genuine leather sheath. Grand for the Sportsmen's Desk. Gift Boxed.
DGO Retail $1.25 Wholesale $9.00 dz.

## KEY BAR



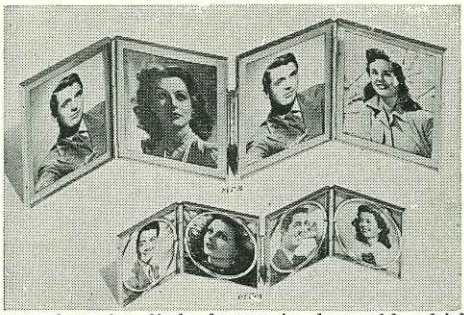
A very popular key holder. Takes up very little room in pocket or purse. Golden metal with jeweled ends. Gift boxed.
KYB Retail $1.00 Wholesale $7.20 dz.

## PEN-N-PENCIL SETS




Popular little sets for the purse. Tiny pencil and ball point pens, made of plastic and golden metals. Gift Boxed.
PPA Plastic Retail .75 Wholesale $5.40 dz.
PPI Golden Retail $1.00 Wholesale $7.20 dz.
APL Leather Retail $1.25 Wholesale $9.00 dz.
APF Filigree Retail $1.25 Wholesale $9.00 dz.

## FOUR FRAMES

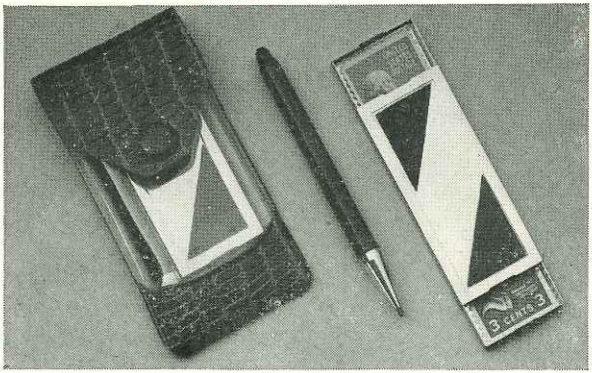


Four charming little frames in duragold, which are linked together. Enough for Mother, Dad, Sister and Brother.
MTM 1½ × 1½"
Retail $2.00 Wholesale $14.40 dz.
MTE 2⅜" × 2¾'
Retail $2.50 Wholesal $18.00 dz.

## DURAGOLD FRAMES

Two very successful Duragold frames. Each has metal easel for standing. Nice for travelers.
MOF 1¾" × 2¼"
Retail $1.25 Wholesale 9.00 dz.
MSF 3" × 4"
Retail $2.00 Wholesale $14.40 dz.

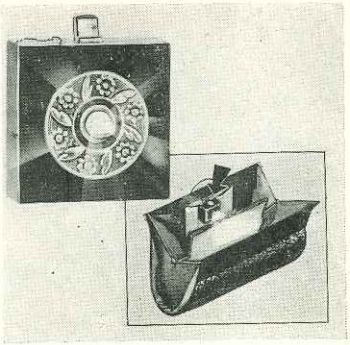
## STAMP N PENCIL



A terrific hit. Many thousands now in use. Keeps stamps orderly and moisture free. The mechanized pencil is always handy. Both in colorful plastic leather carrying case.

SNP Retail $1.25 Wholesale $9.00 dz.

## PURSE LITE



Clip this clever little lighter in your handbag. Wonderful for night useage in finding your lipstick, etc., or remove to find the keyhole. Comes in handsome acetate Gift Box.

PLJ Bronze
Retail $1.25
Wholesale $9.00 dz.

## MADAMOISELLE SEWING KIT

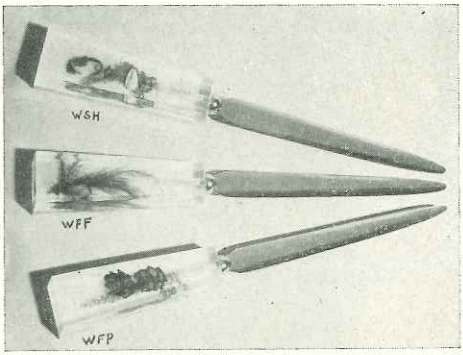
A very charming and useful Sewing Kit. Grand for traveling. Twenty assorted golden end spools, Thread Cutter, Needle Threader, Needles and Pins — in clever plastic carrying case. Also available in Army and Navy Kits.

MSK Regular
Retail $1.25 Wholesale $9.00 dz.

MSK/N Navy
Retail $1.25 Wholesale $9.00 dz.

MSK/A Army
Retail $1.25 Wholesale $9.00 dz.

## LUCITE LETTER OPENERS




Most unusual. Genuine Sea Horse, Shells, Fish Flies, Pine Cones, etc., embedded in Lucite. Will have strong appeal to the Sportsman. Gift Boxed.

WFP Retail $2.50 Wholesale $18.00 dz.
WSH Retail $2.75 Wholesale $19.60 dz.
WFF Retail $3.25 Wholesale $22.50 dz.

## DURAGOLD
## FRAMES - COMPACTS - PILLS

Made of duragold, these numbers have been a leading seller for several years. Cute little frames, compacts, pills. Satin gold finish, will not tarnish or wear off.

MPB 1¼" sq. Pill
Retail $1.00 Wholesale $7.20 dz.

MFM 1¼" sq. Frame
Retail $1.00 Wholesale $7.20 dz.

MMC 1¼" sq. Compact
Retail $1.19 Wholesale $7.80 dz.

MPM 1½" sq. Pill
Retail $1.19 Wholesale $7.80 dz.

MFR 1½" sq. Frame
Retail $1.19 Wholesale $7.80 dz.

MCM 1½" sq. Compact
Retail $1.25 Wholesale $8.40 dz.

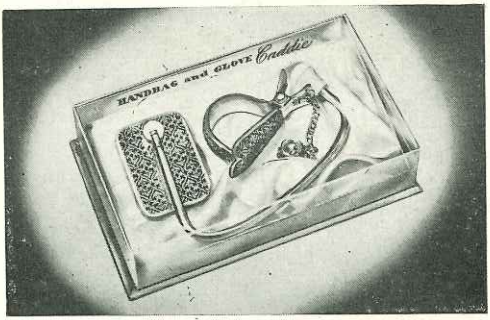
MFL 3 × 3⅞ Frame
Retail $2.00 Wholesale $14.40 dz.

MFS 2½ × 2½ Frame
Retail $1.50 Wholesale $10.80 dz.

MCC 2½ × 2½ Compact
Retail $1.50 Wholesale $10.80 dz.

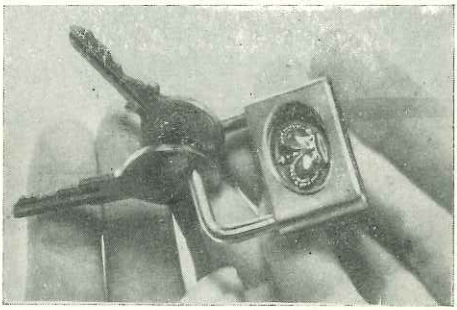
MCD 2½ × 2½ Door Compact
Retail $2.25 Wholesale $15.00 dz.

## GLOVE AND HANDBAG SET




A handsome combination set containing Glove and Handbag Caddies, Golden Metal with Enamel Etchings. Beautifully Gift Boxed.
GBC Retail $2.00 Wholesale $14.40 dz.

## KEY LOC CADDIE

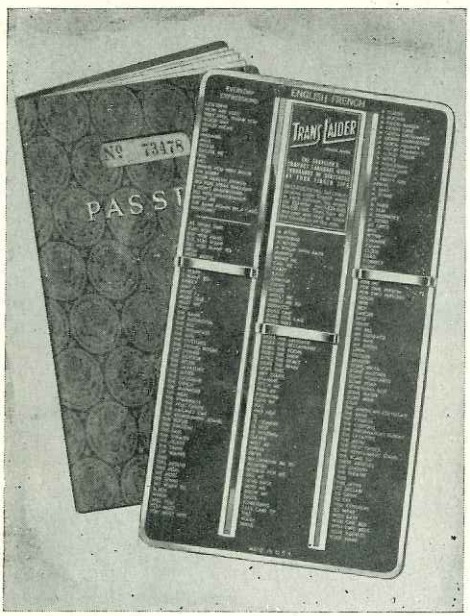


Adoptation of the French Keyloc. Easy to insert keys. Very compact in pocket or purse. Chromium finish with golden bar. Comes in handsome acetate display box.
KLC Retail $1.00 Wholesale $7.20 dz.

## BUBBLES BUBBLES

Bubble Bath devotees will love these fragrant jewels. Place in bath and a gorgeous tub of bubbles is the result. Softens and perfumes the water. Will not leave ring in tub. Each package contains 4 frangences—Pine, Spice, Gardenia and Honeysuckle.
BJS Small Retail .59 Wholesale $4.32 dz.
BJL Large Retail $1.10 Wholesale $8.40 dz.

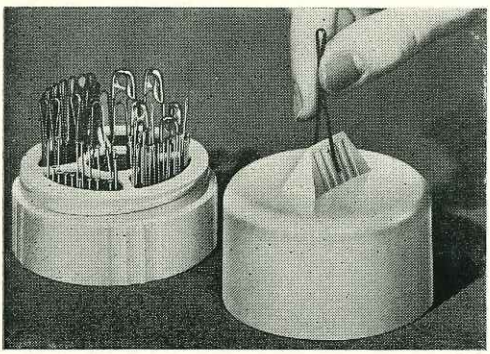
## TRANSLAIDER




Invaluable for those who contemplate foreign travel. With this useful gadget you can easily translate any of the following languages: French, German, Spanish, Italian.

TRN Retail $2.95 Wholesale $21.60 dz.

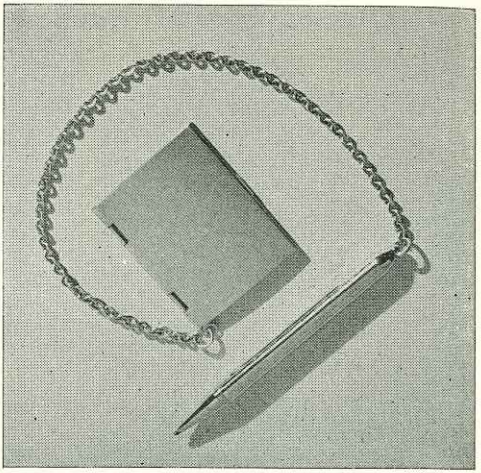
## MAGNETIC PIN BIN



A wonderful gadget. All types of pins are held in this container magnetically. The top acts as a spreader for Bobbie Pins. Thus avoiding broken finger nails. Colors: Ivory and Aqua blue.

PNB Retail $1.25 Wholesale $9.00 dz.

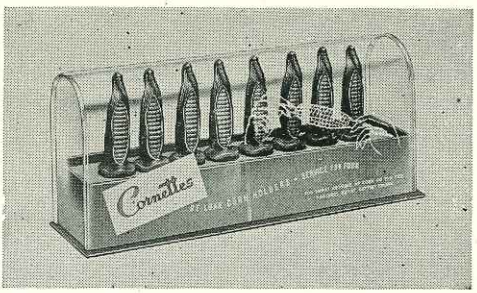
## MEMO AND PENCIL



Cute little memo pad with chain and pencil. A practical purse piece for making small notations. Made of golden metal.

MPP Retail $1.25 Wholesale $9.00 dz.

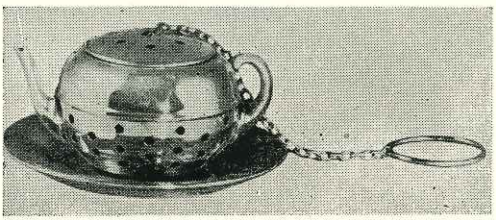
## CORNETTES




The handsomest and largest selling corn holders on the market. Tiny little corn ears in natural green and yellow colorings. Four sets beautifully gift boxed.

CRN Retail $2.50 Wholesale $18.00 dz.

## STERLING TEA CADDIE



These charming little caddies are most unusual. Made of the new sterling silver that will not tarnish. Comes with caddie and saucer. Gift boxed.

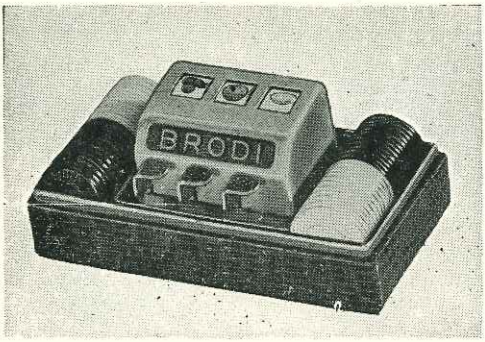
TCD Retail $5.95 Wholesale $43.20 dz.

LIBRARY
JUN 8 1953
U. S. PATENT OFFICE

## HOLDAROLL STAMP BOX

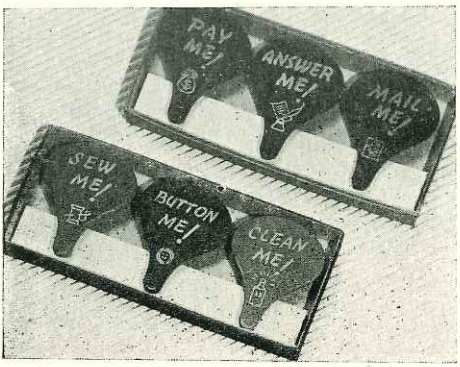
Every smart Home or Office needs one of these handsome stamp boxes. Holds an entire roll of stamps. Made of heavy jewlers bronze.
HRS Retail $3.50 Wholesale $25.20 dz.

## BRODI CHIP SET




The ever popular little bandit with 50 minature chips. Gift boxed.
BRC Retail $1.50 Wholesale $10.80 dz.

## CLIP-MINDER




Handy clip on reminder which appeals to the orderly minded. Comes 3 to the set.
CPM Retail $1.00 Wholesale $7.20 dz.

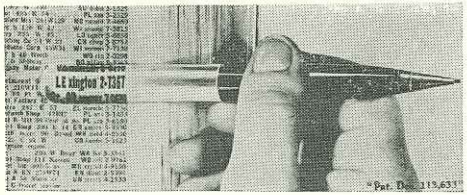
## ROSARY—ST. CHRISTOPHER

Satin finish Rosary Box, with Emaculate Conception. St. Christopher Keychain and St. Christopher Keychain with Locket.
ROC Retail $1.00 Wholesale $7.20 dz.
SKY Retail $1.19 Wholesale $8.40 dz.
SKL Retail $1.50 Wholesale $10.80 dz.

## THE NON-WOVEN FABRIC CLOTH THAT NEEDS NO LAUNDERING!

More and more housewives are learning this KWIK way to do their housecleaning: Dust, polish, and clean . . . then — rinse the KWIK cloth under a faucet. Dirt, grease, and stains vanish . . . leave KWIK clean as new . . . ready to use over and over. LINT-FREE, SUPER-SOFT, EXTRA ABSORBENT . . . KWIK cuts down housework . . . Pack of 6 differently colored cloths. ,
KWK Retail $1.00 Wholesale $7.20 dz.

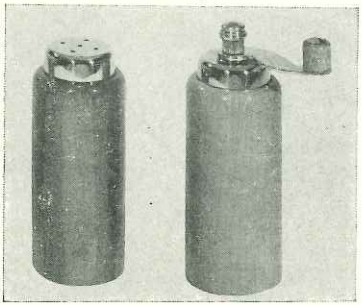
## MAGNIFYING PENCIL



A standard item in leading Stationery and Gift Shops throughout the country. Perfect reading small print, such as phone books, etc. Assorted colors. Gift boxed.

MFP Retail $1.25 Wholesale $9.00 dz.

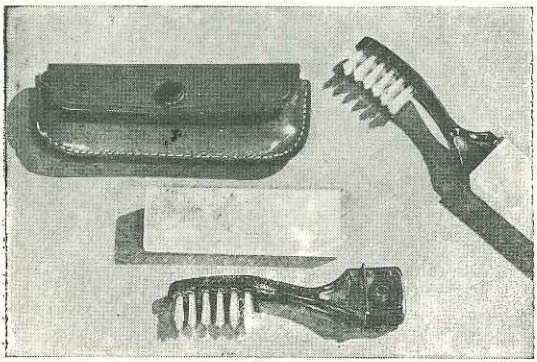
## PEPPER MILL and SALT SHAKER SET



Made to grace the finest of Dinner tables. Made of Eastern Hard Maple with lustrous finishes in Maple or Blonde. Smooth working Peppermill sturdily constructed and have Hardened Lifetime Glastre Cutters. Height 4½". Each Pair Gift Boxed.

PML Retail $4.50 Wholesale $32.40 dz.

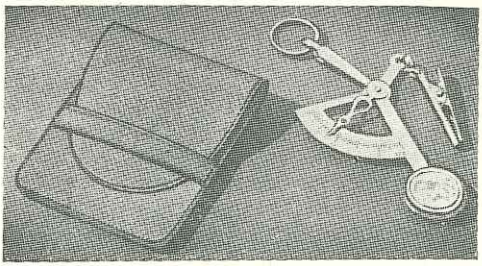
## FOLDING TOOTHBRUSH



A must item for the Tourist. Clever folding toothbrush with nylon bristles. Comes in genuine cowhide leather case. Fits the pocket as well as the purse.

FTB Retail $1.00 Wholesale $7.20 dz.

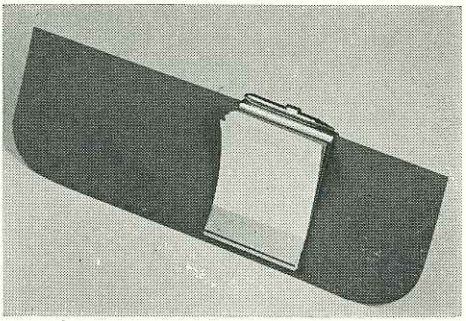
## POCKET POSTAL SCALE



A pocket postal scale that is 100% accurate. No springs to stretch, but a perfect miniature ballance scale. Selling in tremendous volume. Comes in attractive leather case.

PPS Retail $2.50 Wholesale $18.00 dz.

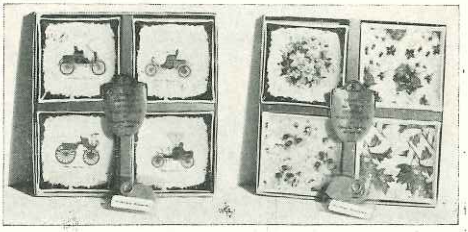
## AUTO VISOR NOTE PAD AND PENCIL



This clever pad fits over the visor in auto. Permits driver to jot down important notes. Beautifully chronium plated, comes in Gift Box with extra pads.

AVN Retail $1.00 Wholesale $7.20 dz.

## COASTER PLAQUE

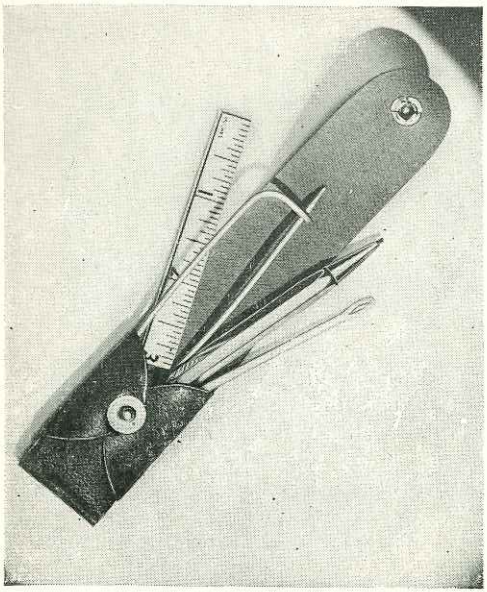


These charming plaques have the appearance of fine china. Can be used as coaster, ash tray or hung on the wall. Comes 4 to the box with 4 hangers. Size 3½" square.

WPF Floral
Retail $3.00 Wholesale $21.60 dz.

WPA Auto
Retail $3.00 Wholesale $21.60 dz.

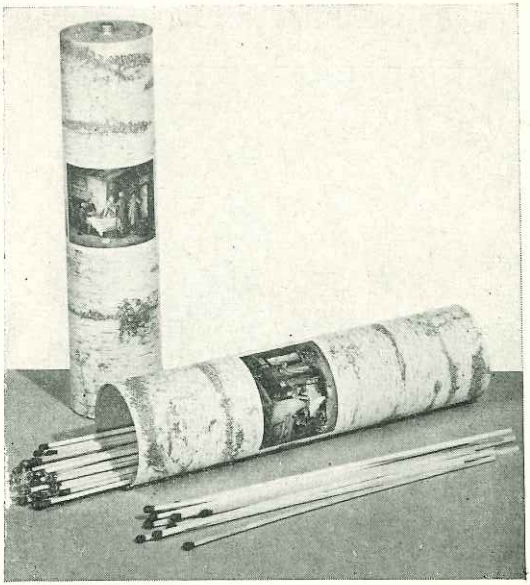
## KNIT KITS



Every knitter will want one of these clever sets. Contains plastic pin for lost stitches. Bodkin for finishing. Ruler for measuring, and Golden Pencil for marking. All in Leather carrying case. Assorted colors.

LKK Retail $1.00 Wholesale $7.20 dz.

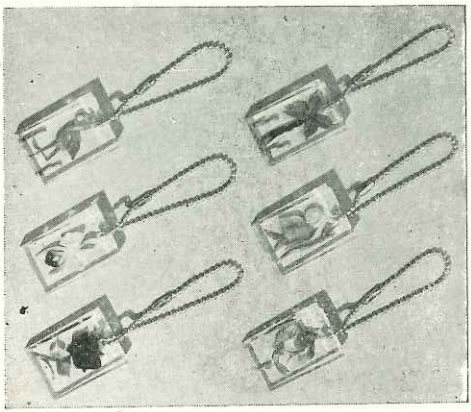
## FIREPLACE MATCHES



These ever popular Swedish Fireplace matches 11" long in swank simulated birch bark log, with Old English prints. Adds charm to the fireplace. Logs hold 40 matches.

FPM Retail $1.50 Wholesale $10.80 dz.

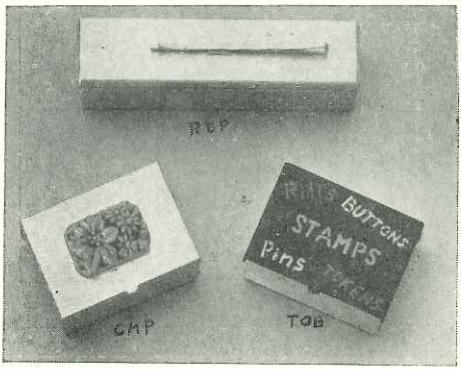
## LUCITE KEYRINGS



Beautiful handcarved designs in solid lucite. Golden Keychain. A fast seller at this modest price. Each gift boxed.

LUK Retail .50 Wholesale $3.60 dz.

## BOBBIE PIN BOX-PILL BOX TOKEN BOX



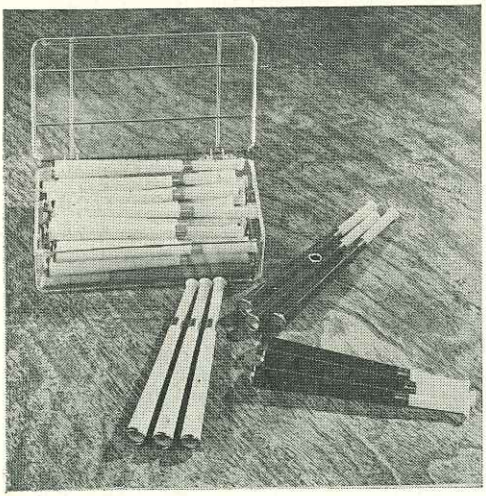

Three highly popular numbers, all of golden metal. Gift Boxed.

BRP Bobbie Box Ret. 1.00 Wholesale $7.20 dz.

CMP Pill Box Ret. $1.00 Wholesale $7.20 dz.

TOB Token Ret. $1.00 Wholesale $7.20 dz.

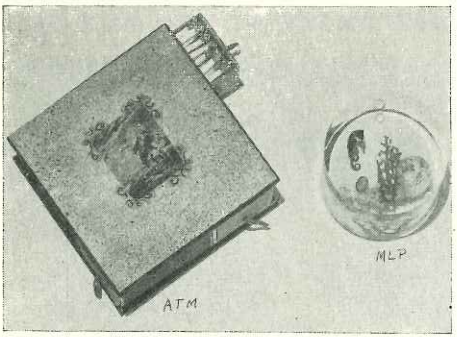
## NICO-LESS PAPER N QUILL CIGARETTE HOLDER



Each holder contains a Dupont Filter. Now you can smoke all day, knowing you are consuming the minimum of nicotine. Highly endorsed by the Medical Profession. 25 holders in handsome acetate gift box. Assorted colors.

PQD Retail $1.50 Wholcsale $10.80 dz.

## ANTIQUE MATCH BOX MARINE LIFE PAPER WEIGHT

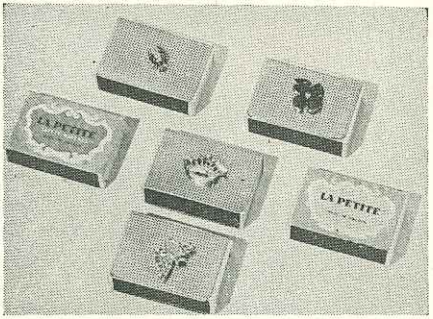



Imported from Switzerland, these charming matches have an antique finish. Can be refilled. Paperweight is a solid block of lucite with genuine sea horse, shells, sand, etc., embedded in same. Most unusual.

ATM Matches
Retail $1.50 Wholesale $10.80 dz.

MLP Paperweight
Retail $3.50 Wholesale $2400 dz.

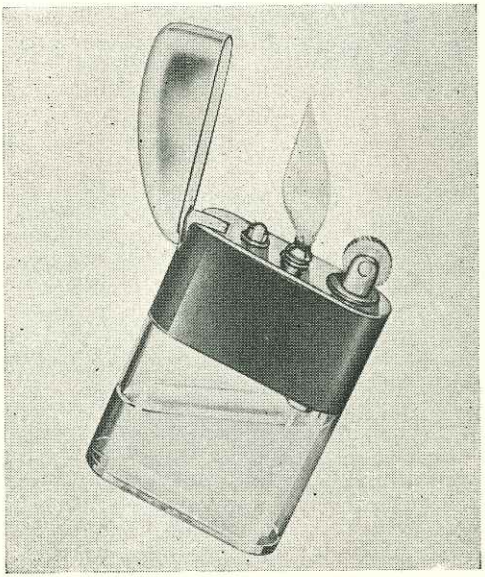
## DURAGOLD MATCH COVERS




These charming little covers have been designed to take the La Petite matches. Each carries a bejeweled design in the following subjects: Crown, Bug, Four Leaf Clover, and Butterfly. Comes 1 cover and 16 boxes of matches to the set.

MLC Retail $1.50 Wholesale $10.80 dz.

## RITEPOINT LIGHTER



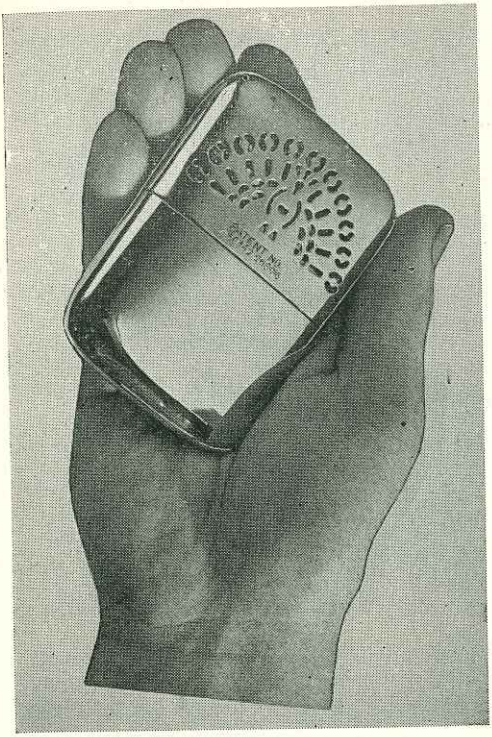
Known throughout the world for its fine quality and unusual feature of being able to see at all times just how much fluid is available. Nationally advertised. Assorted colors.

RPL Retail $3.95 Wholesale $28.80 dz.



2529,094 XD48/27

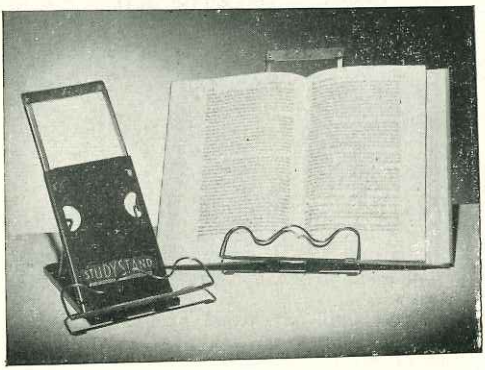
## POCKET WARMER



This wonderful gadget gives comfortable warmth for 24 hours. Indespensible for Sportsman, Army and Navy Personnel, and Out of Door Workers. Precision made with full instruction as how to use.

PKW Retail $2.05 Wholesale $21.00 dz.

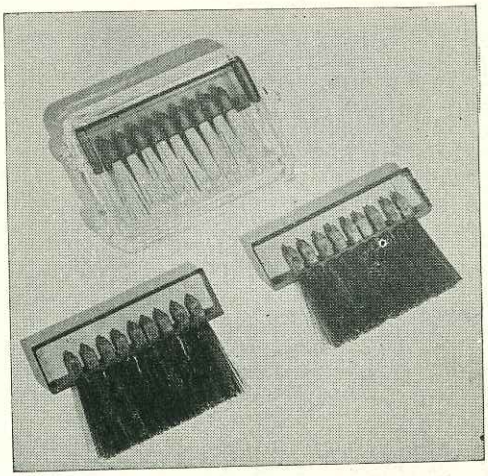
## STUDY STAND




Invaluable to the student, or for holding the morning paper at the breakfast table. Adjustable. Made of metal with enamel finishes.

STS Retail $2.00 Wholesale $14.40 dz.

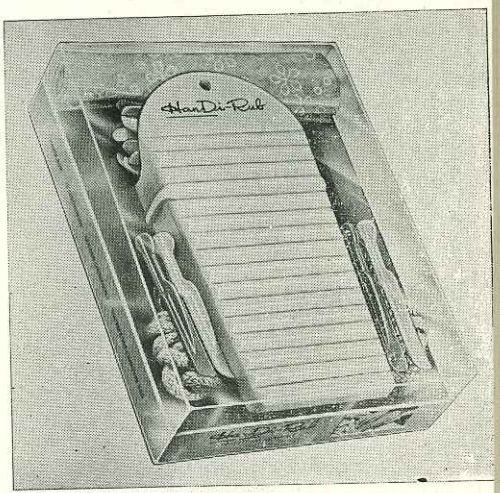
## TINY BRUSHES



Cute little brushes for the purse. Only 2 inches long. The NYM is for clothes, and the SWM is for suede. Both come in clear plastic carrying case.

NYM Retail 45¢ Wholesale $2.50 dz.
SWM Retail 45¢ Wholesale $2.50 dz.

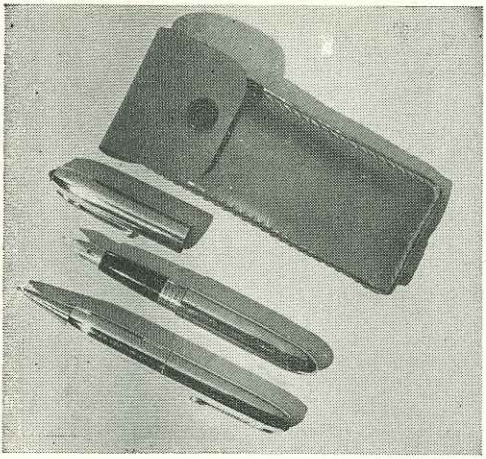
## HANDIRUB




Simply grand for feminine Travelers. Tiny wash board, which fits on hand, together with plastic clothes pins and wash line for drying. Beautifully gift packaged.

HDR Retail $1.50 Wholesale $10.80 dz.

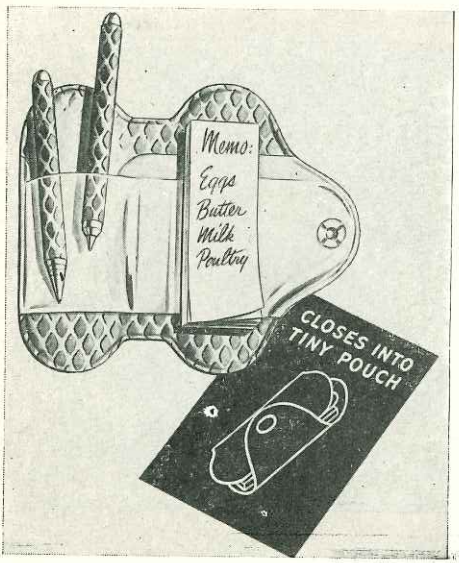
## JEWELED PEN AND PENCIL



An amazing value. Two small pen and pencils for the purse. In plastic carrying case. Each has a jeweled top. The pen is a real fountain pen, with large ink capacity.

JPP Retail $1.50 Wholesale $10.80 dz.

## PEN PENCIL N NOTE PAD




A beautiful little purse piece. Tiny ball pen and pencil covered with genuin Cobra leather. Comes in simulated case with tiny note pad. Assorted colors.

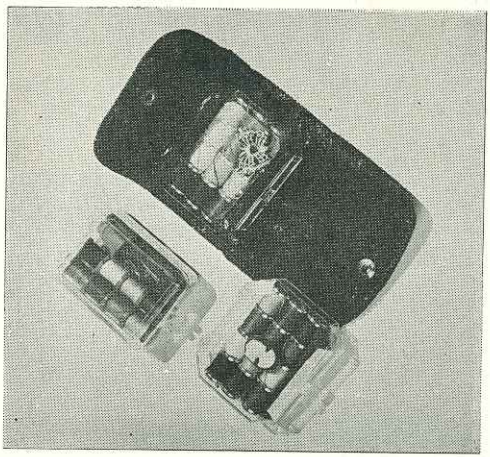
APN Retail $1.50 Wholesale $10.80 dz.

## FIRE MAGIC

Romance brought to the fireplace. These pastels add the charm of varous colors to the burning fire. A favorite of thousands of home owners for years. Twelve pastels to the box.

FMS Retail $1.00 Wholsale $7.20 dz

## MINIATURE SEWING KITS



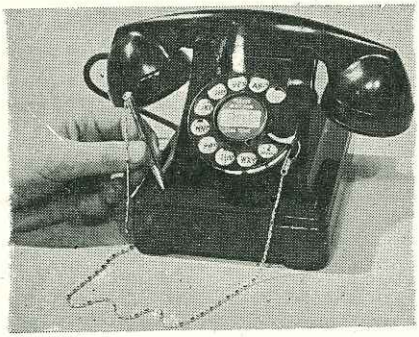
Fine for traveling or carried in the purse for emergency repairs. Very popular items. Carrying case on SGM is of Moire Silk.

SKM Plain
Retail .45 Wholesale $2.50 dz.

SKJ Cameo
Retail .75 Wholesale $5.40 dz.

SGM Silk
Retail $1.19 Wholesale $8.40 dz.

## TELEPHONE PENCIL



No longer is it necessary to say "Hold on Phone while I get a pencil." This handsome gold plated pencil and chain hooks on to the Dial stop or can be fastened near the phone. A smash hit number.

TEP Retail $1.00 Wholesale $7.20 dz.

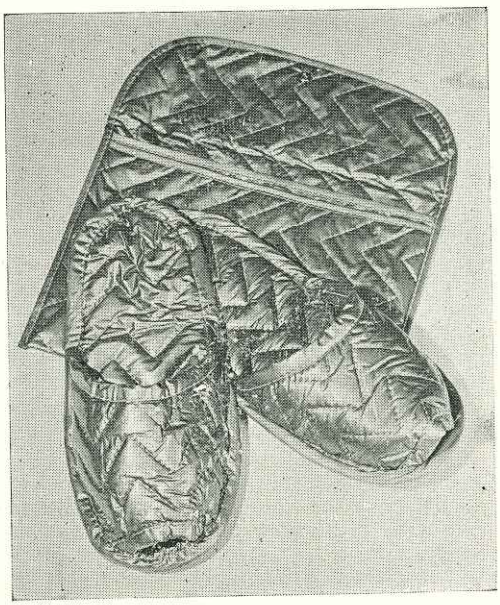
U.S. Patent Office
JUL 2 1953
Design Division

## SUN FOTO

Fun for film fans. With this set, you can print your photo on any paper, Cloth, Greeting Card, etc. Simply use your negative, treat what you want to print on with solution, and place in Sun or strong light. You will get a perfect picture.

SUK Retail $1.00 Wholesale $7.20 dz.
SUF Refills Retail .89 Wholesale $6.50 dz.

## SCUFF SETS



Wonderful for traveling and the beach. Waterproof plastic cloth carrying case, with matching scuffs in Small. Medium and Large sizes. Assorted colors. An amazing value.

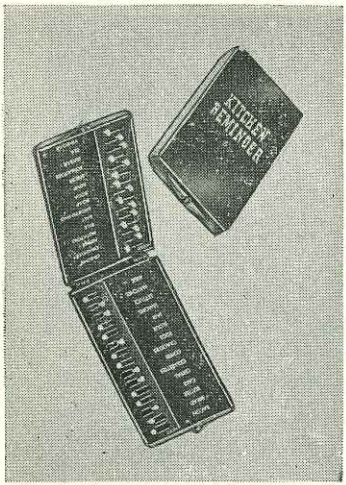
SFS Retail $1.00 Wholesale $7.20 dz.

## SNACK MAKER

With this clever set, the hostess can make the cleverest little snacks that are sure to delight her guests. Has cutter and large supply of plastic picks in clear plastic gift box.

SNM Retail $1.25 Wholesale $9.00 dz

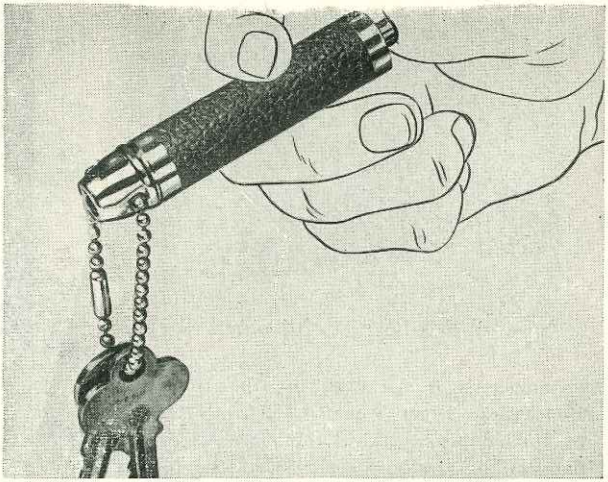
## KITCHEN REMINDER




The most practical item in many years. Now, the laborious shopping list is no longer necessary. Simply move peg to items wanted, and there you have it. Made of colorful plastic. Fits nicely into pocket or handbag.

KIR Retail 75¢
Wholesal $5.40 dz.

## FAMOUS KEY-CHAIN-LITE



Powerful sales leader, backed by years of wide, consistent national advertising. Well known for de luxe quality. In great demand whenever a distinctive, all-purpose gift is required. Gift Boxed.

KKL Chromium plated, trimmed with fine genuine leather. Best color assortment.
Retail $1.00 Wholesale $7.20 dz.

## KORKIES KANTBURN COASTER-ASHTRAY

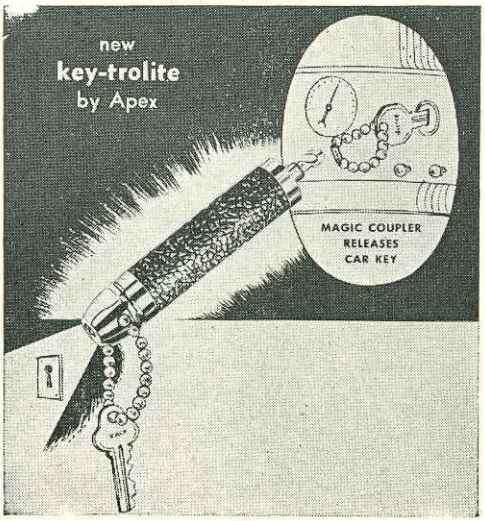
These clever coasters have had nation-wide publicity. Made of asbestos, they can be used as an Ashtray as well as a Coaster. Ideal for large parties which call for plenty of furniture protection. They come eight to the Acetate Gift Box.

KBC Retail 75¢ box
Wholesale $5.40 dz. boxes

Korkies are 8 Funny Gay Nineties Cork Coasters in Acetate Gift Box.

KOF Retail 50¢ Wholesale $3.60 dz.

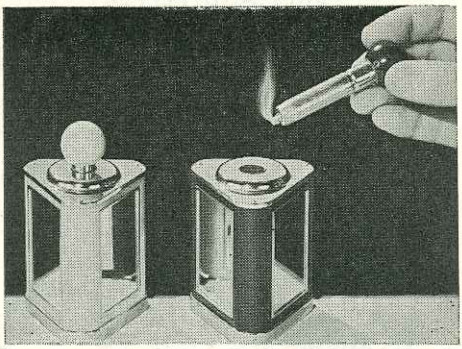
## KEYTROLITE




A Tiny Key-Lite with a magic snap which keeps car keys separate from the rest. A smash hit number selling in terrific volume. Genuine leather. Beutifully gift boxed.

KYL Retail $1.00 Wholesale $7.20 dz.

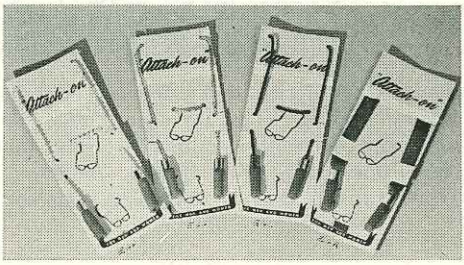
## MAGIC LIGHTER



The most astonishing Table Lighter ever devised. Simply pull out torch and its lit. Place back and its out. No Batteries, truly magic. Colors: Red, Ivory and Black.

MGL Retail $3.95 Wholesal $28.00 dz.

## EYE GLASS HOLDERS



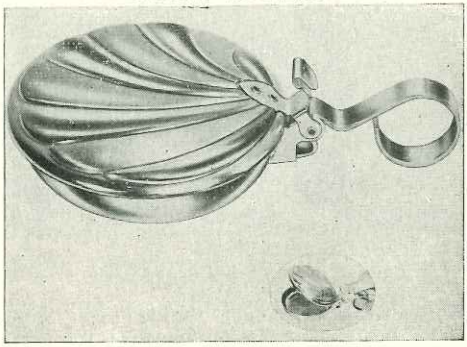

Highly popular eyeglass holders. Eliminates the hunt for glasses. Fits around neck. Assorted colors in ribbon type.

EGR Ribbon
Retail $1.00 Wholesale $7.20 dz.

EGC Cord
Retail $1.00 Wholesale $7.20 dz.

EGG Chain
Retail $1.20 Wholesale $9.00 dz.

## SILENT BUTLERS



Just about the handsomest medium sized butler that has hit the market. Beautifully made of high polished brass contrasting gold and enamel stripes in Red, green and Blue. Diameter 3½". Gift Boxed.

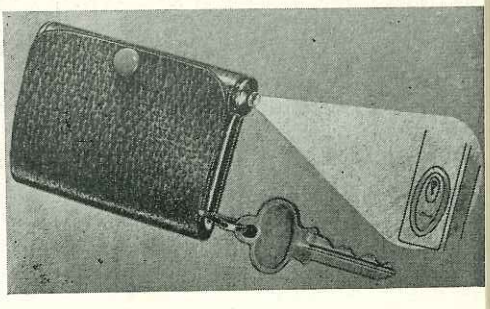
BUL Retail $2.50 Wholesale $18.00 dz.

## GLAD HAND

Fasten this clever drier on any flat surface by means or rubber suction cup, and you have a perfect holder for Hosiery, Lingerie, Handkerchiefs, etc. Can be carried by the traveler or fastened permanently in the bath room.

GDH Retail $1.00 Wholesale $7.20 dz.

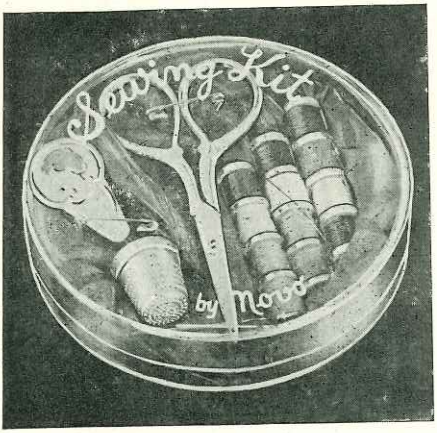
## SELF LITE KEY CASE



This key case is truly amazing. When you lift key, the lite comes on automatically. Handsomely made in genuine Pink and Red & Green Morocco. Plaid lined holds 5 keys.

SFK Retail $2.50 Wholesale $18.00 dz.

## GOLDEN SWING KIT




The best looking kit that has ever been produced. Really beautiful. Very much the hit number.

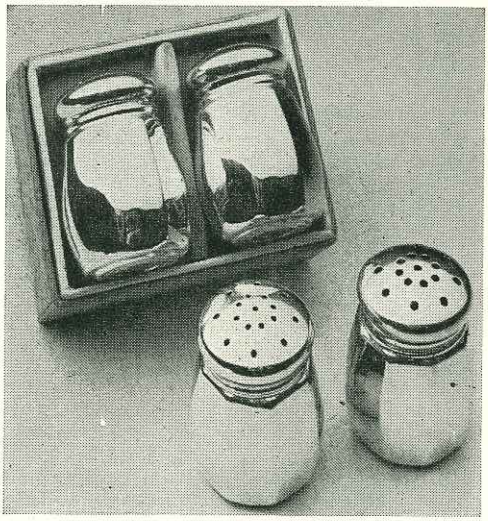
GSK Retail $1.25 Wholesale $9.00 dz.

## PIANO LIGHTERS

Beautiful little imported Grand Piano in white plastic and chromium trim. Press the keys and you have a perfect light. Gadget collectors will love these. Gift Boxed.

PIL Retail $3.75 Wholesale $27.00 dz.

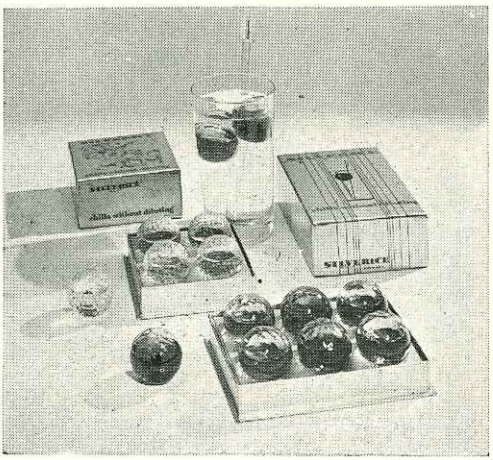
## STERLING WEATHER PROOF SALT AND PEPPER



These sweet little salt and peppers will pour in any weather. They are damp proof. Made of the new sterling silver that is tarnish proof. A splendid value. Gift boxed.

WSP Retail $3.95 Wholesale $27.00 dz.

## SILVER ICE



Chills drinks without diluting them. Simply freeze in icebox. Made of Non-Breakable crystal. Adds color to liquids and has many other uses. Very popular. Comes in sets of 4's and 6's. Crystal or Cordial colors.

S14 Retail $1.75 Wholesale $13.20 dz.
S16 Retail $2.75 Wholesale $19.60 dz.

## LINT BRUSHES

These brushes are really magic. Lint and hard to remove dust disappears in a jiffy. The rubberized fabric in the brush is the secret. Comes in Purse, Regular and Handle models.

LNB Purse
Retail 59¢ Wholesale $4.32 dz.

ORB Regular
Retail 75¢ Wholesale $5.40 dz.

LNH Handle
Retail $1.25 Wholesale $9.00 dz.

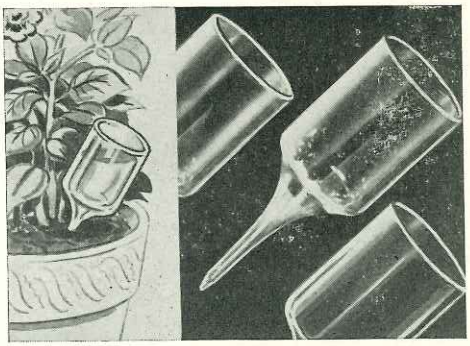
## CHRISTY KNIFE

The most popular and widely known pocket knife in the country. Has sliding blade. Nationally advertised. Handsome display carton with each dozen.

CHK Chrome
Retail $1.25 Wholesale $9.00 dz.

CHG Gold
Retail $2.50 Wholesale $18.00 dz.

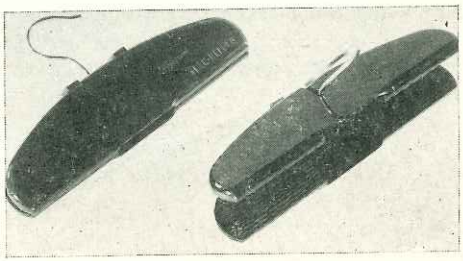
## PLANTENDER



Place in flower pot and add water. Your treasured plants are assured of proper moisture to keep them fresh, even though you are away on a visit. Comes three to the set.

PLT Retail $1.00 Wholesale $7.20 dz.

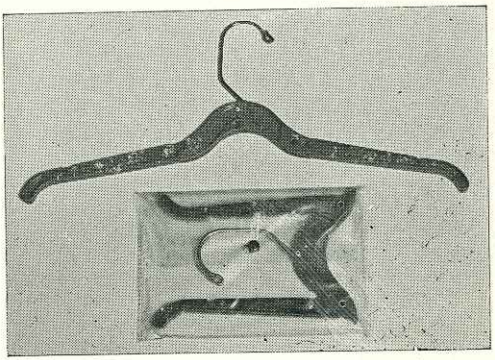
## HOLLYWOOD SLACK KEEPER



A life time hanger. Designed to keep slacks in perfect hanging position. Easily opened and closed. Plastic, in Ivory, Dubonnet and Black. Comes 3 to the box.

HSK Retail $1.00 Wholesale $7.20 dz.

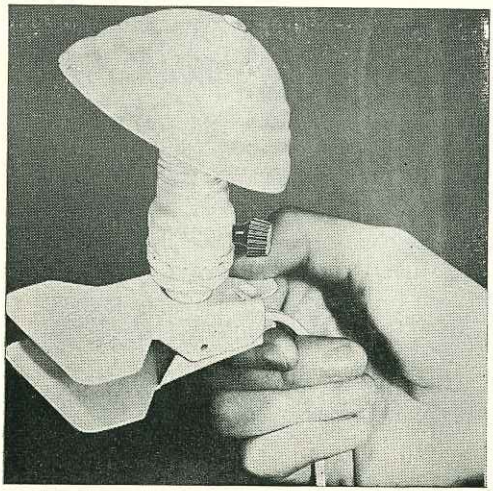
## FOLDING CLOTHES HANGERS



Grand for traveling. These plastic hangers fold and come in handy Pliofilm carrying case. Assorted colors.

FCH Retail .89 Wholesale $6.48 dz.

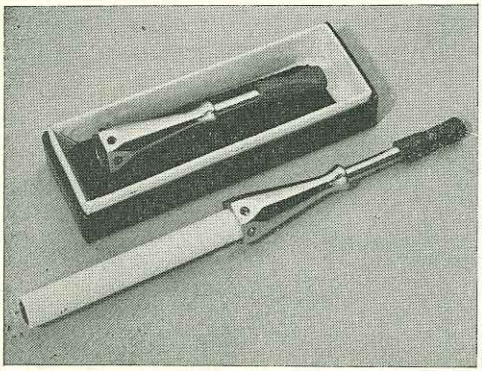
## ARCO LITES



The finest reading lamp on the market. Made of durable metal it means no warping. Clips on books, cribs, etc. In fact has many uses in the home. Comes with cord and bulb. Assorted colors.

ARL Retail $2.95 Wholesale $21.60 dz.

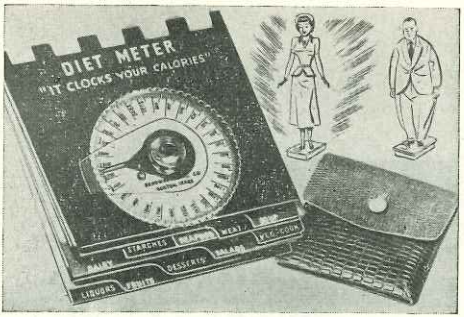
## CIGARETTE HOLDER



Tiny little bejewled cigarette holders with colorful bits. Ejects cigarette ends. Comes in handsome gift box, with silk rayon carrying case. A splendid value.

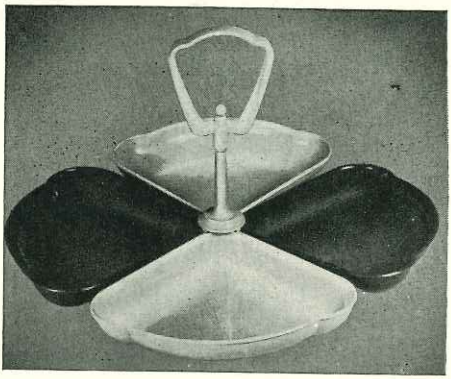
JCH Retail $1.25 Wholesale $9.00 dz.

## DIET METER



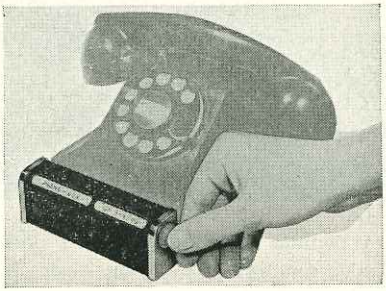

Highly appreciated for those who require close scheduling of calory intake. Many thousands in daily use. Comes in handy carrying case.
DIM Retail $1.50 Wholesale $10.80 dz.

## LAZY SUSAN



Grand for card and cocktail parties. Comes in contrasting color plastic trays which are removeable for cleaning, and can be nested—thus taking up little cupboard space.
LZS Retail $1.25 Wholesale $9.00 dz.

## PHONE INDEX



With this clever device you have your important phone numbers before you at the spin of the dial. Fits any square type phone.
PHI Phone Index
Retail $2.50 Wholesale $18.00 dz.

## SWEAR BOX

The most amusing idea for the home that has cropped up in a long time. When Dad starts to let off steam, watch Junior rush for the Swear Box. A Barrel of fun for the family circle. The life of any party. Made of a solid block of polished Birch. Can be opened when full. Size $3\frac{1}{2} \times 3\frac{1}{2} \times 1\frac{1}{2}$.

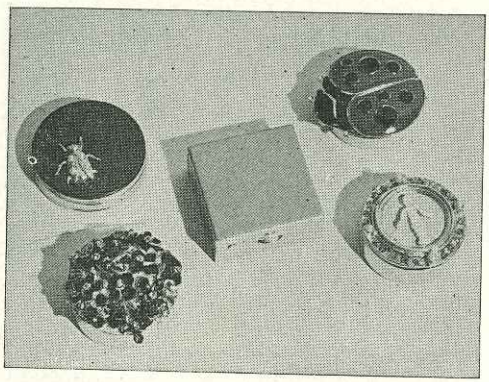
SWB Retail $1.75 Wholesale $12.00 dz.

## NAUTICAL RELISH JAR

Something different to grace the dining room table. Beautifully made of high polished brass. Gift Boxed.

NRJ Retail $2.75 Wholesale $19.60 dz.

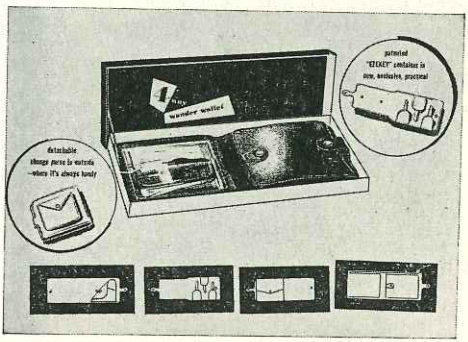
## PILL BOXES



Always a best seller. Here are five members of this clan which have proven their worth. All are of golden metal. Gift boxed.

MPB Square Retail $1.00 Wholesale $7.20 dz.
RLP Fly Retail $1.00 Wholesale $7.20 dz.
BGP Bug Retail $2.00 Wholesale $14.40 dz.
PDL Della Robbia Retail $2.25 Wholesale $16.20 dz.
JPB Violets Retail $2.25 Wholesale $16.20 dz.

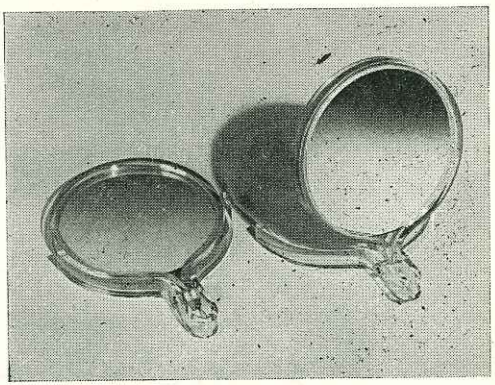
## FOUR WAY WONDER WALET



Four essentials for every woman's purse in one wallet. Secret billfold, outside change purse, key container and handy date companion. Made of washable vinylite for long service. Colors: red, green, tan, navy. Gift boxed.

FWW Retail $2.50 Wholesale $18.00 dz.

## TUWAY MIRRORS

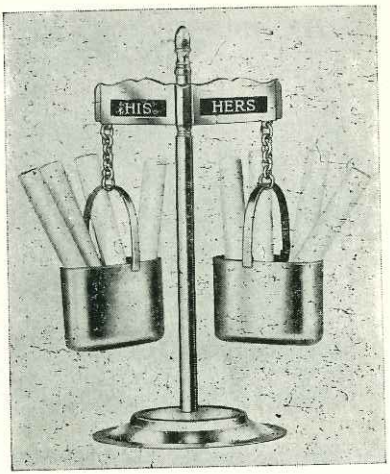


These popular mirrors have regular on one side and magnifying on the other. Can be hung or will stand up. Fine for traveling. Small, 3 in. diameter. Large, 5 in. diameter. Large comes in fine carrying case.

TUM Small
Retail $1.50 Wholesale $10.80 dz.

TUL Large
Retail $5.95 Wholesale $43.20 dz.

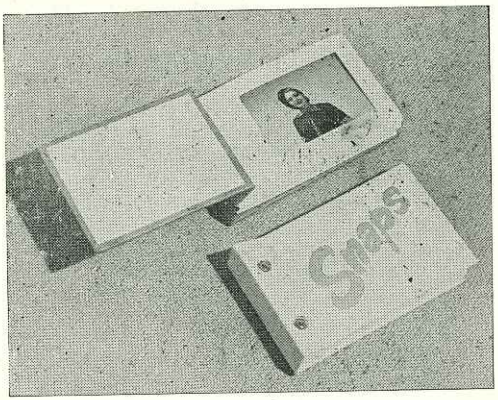
## STREET SIGN CIGARETTE HOLDER




Very novel and decorative in the home. Made of high polished brass. Heigh 6″. Gift Boxed.

STM Retail $2.25 Wholesale $16.20 dz.

## SNAPS




Clever photo case for snapshots. No pasting necessary. Simply slip same in envelope. Made of simulated leather in assorted colors. Takes 3″ × 4″ subjects.

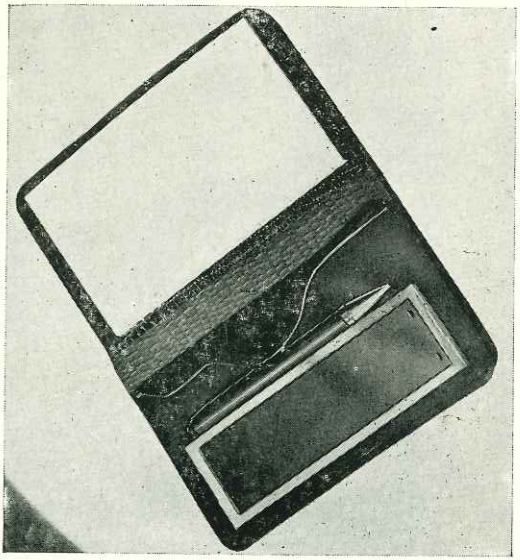
SNB Retail $1.00 Wholesale $7.20 dz.

## MIRACLE HANDI-MIRROR

Can be used around neck, held in hand. Stands on table, hangs on wall. Good for bed patients. Magnifying on one side, regular on the other. Made of crystal lucite.

MHM Retail $2.50 Wholesale $18.00 dz.

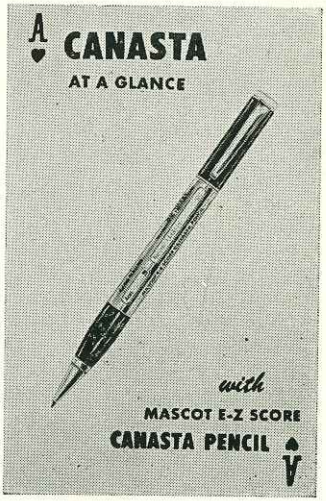
## STAMP N MEMO PAD



Handsome bag accessorie. Memo pad and pencil with stamp holder. Made of simulated leather in assorted colors. Gift Boxed.

STM Retail $1.50 Wholesale $10.80 dz.

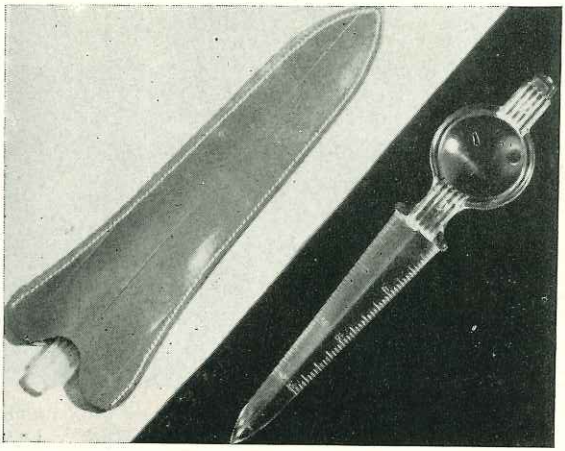
## CANASTA PENCIL




Ely Culberston is responsible for this clever Canasta Scoring pencil. Anyone can now score by simply dialing. Handsomely Gift Boxed.

CNP Retail $1.00
Wholesale $7.20 dz.

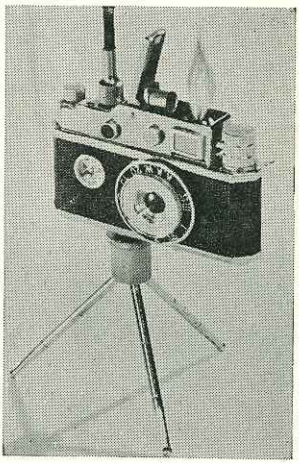
## DESK CADDIE



Letter opener, Magnifier and Ruler all in one unit of crystal lucite. A grand and useful accessorie for any desk. Comes in genuine leather case.

LOM Retail 75c Wholesale $5.40 dz.

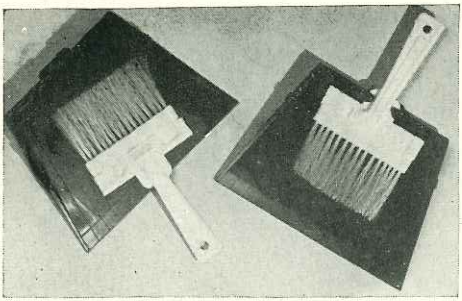
## CAMERA LIGHTER



An exact replica of a miniature camera. Press rod and it lights. Beautifully made, can be used as table or pocket lighter. Chromium finished.

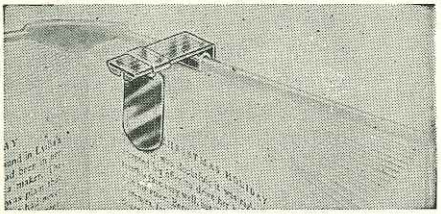
CLR Retail $2.50
Wholesale $18.00 dz

## SILENT MAID CRUMBERS



A charming little table crumber. Brush forms handle which is removable for using. A very successful number. Made of two toned plastic.
SMC Retail $1.00 Wholsale $7.20 dz.

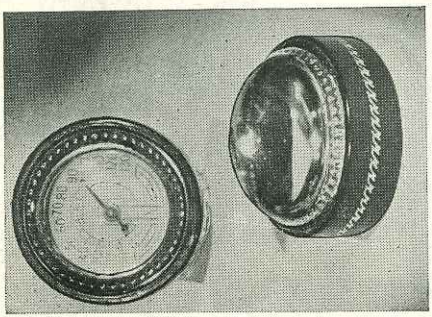
## SAPHIRE BOOKMARK



The cleverest bookmark ever devised. Fits any size book and flips over as you turn your page. A standard item in all smart shops.

SBM Nickel Plated
Retail $1.00 Wholesale $7.20 dz.
SBH Gold Plated
Retail $2.00 Wholesale $12.00 dz.
SBL Sterling Silver
Retail $5.50 Wholesale $33.00 dz.

## THERMOMETER PAPERWEIGHT



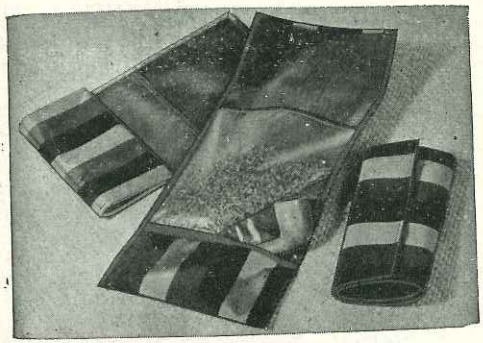
A handsome accessory for any desk. The Thermometer is magnified and accurate. Genuine leather binding in assorted colors.
TPW Retail $3.50 Wholesale $24.00 dz.

## BOTTLE COASTERS

Fits any sized bottle. Assures dripping will not spoil furniture. A must for the home bar. Anadized aluminum base with chromium plated chain. Assorted colors. Gift Boxed.

BTC Retail $2.00 Wholesale $14.40 dz.

## ROLAPIPE POUCH

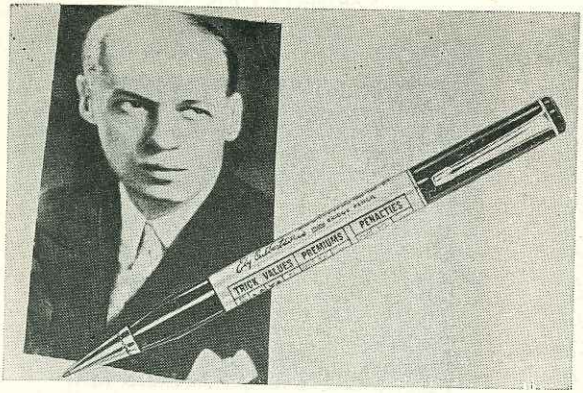


These stunning pouches are a favorite among the upper crust pipe smokers. Made of regimental Silk Rayon stripes with moisture proof lining. Contains compartment for pipe. Gift Boxed.

RAP Retail $2.00 Wholesale $14.40 dz.

DISTINCTIVE CREATIONS 7-2-1953

## CULBERTSON BRIDGE PENCIL




Bridge accessories are active again, and every player will want Ely Culberston's Own Bridge Scoring Pencil. Nationally advertised and widely promoted. Perfect for Bridge Prizes. A twist of the "magic" dial shows any score, instantly — a sensational novelty. Super mechanical pencil value. Gift boxed.

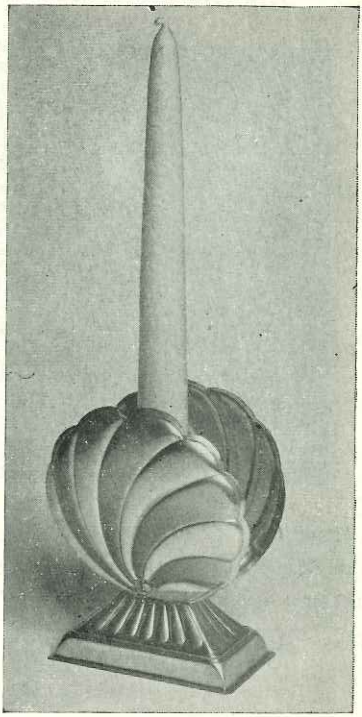
CBP Retail $1.00 Wholesale $7.20 dz.

## NITE RITE PENS

Now, you can write in the dark. Selling in tremendous volume. Grand for Doctors, Nursses, army and navy personnel, and night workers. Comes in golden metal. Refills for pens available.

NPG Gold Retail $1.00 Wholesale $7.20 dz.
NPR Refills Retail 15c Wholesale $1.20 dz.

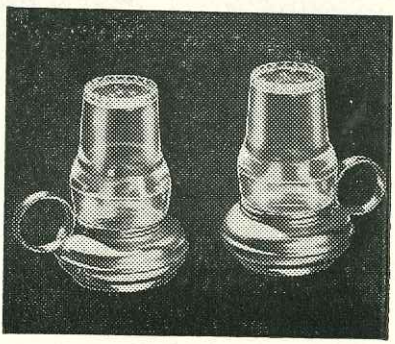
## SHELL CANDLE STICKS



An utterly different candle stick holder. Beutifully made of high polished brass. Height 4". Gift Boxed.

SCS Retail $5.95 pr.
Wholesale $43.20 dz.

## HURRICANE LAMP SALT AND PEPPERS

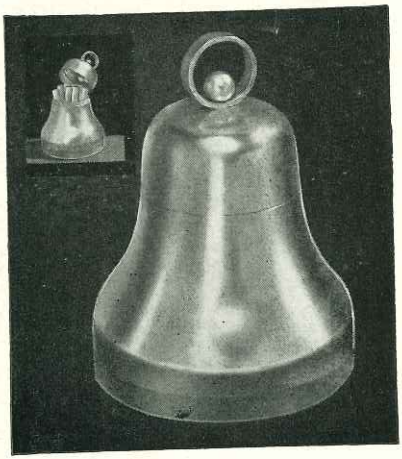


Charm in the Nth Degree. Making sales history wherever shown Clear plastic with Nickel Silver non-corrosive bases. Height 2¾ inches.

HSF Retail $1.00 pr.
Wholesale $7.20 dz.

DISTINCTIVE CREATIONS 7-2-1953

## BELL CIGARETTE SERVER



A handsome Golden metal Cigarette Server with clear plastic interior and base. Fascinatingly different. 4½ inches high. Gift Boxed.

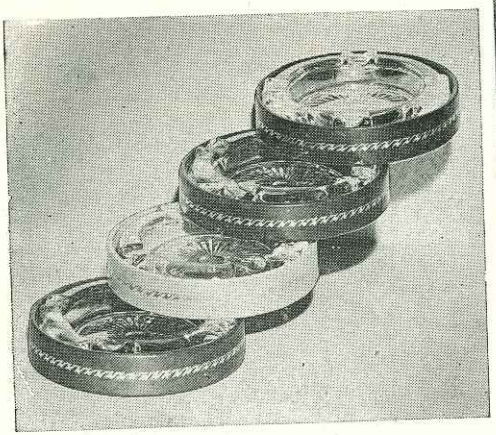
BCS Retail $2.00 Wholesale $14.40 dz.

## SPRINKLE CAN SALT AND PEPPERS

Most unusual, has great eye appeal. Miniature little Sprinkle cans with highly polished metal tops and clear plastic bodies. 2½ in. high. Gift Boxed.

SSP Retail $1.25 pr.
Wholesale $9.00 dz. pr.

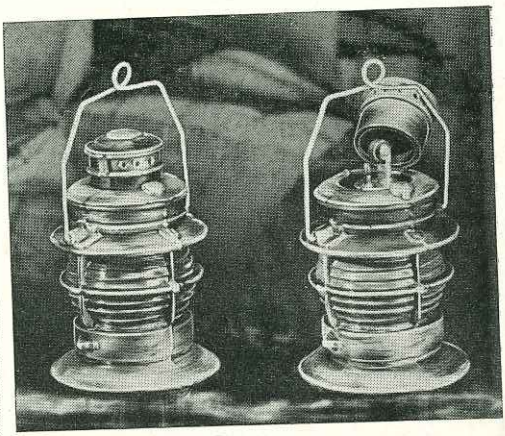
## LEATHER ASHTRAYS



Handsome crystal ashtrays in leather holders. Removable for cleaning. Adds great charm to any desk or coffee table. Diameter 4¼ inches. Assorted colors.

ATW Retail $2.00 Wholesale $14.40 dz.

## MARINE LIGHTER



An exact replica of the old and ancient Marine Lantern. Made of cast metal. Comes in Red and Green for Port and Starboard. Grand for the Yachtman's home or cabin. Recently featured by Motor Boating Magazine. Most customers will buy the pair. Gift boxed.

MLT Retail $2.00 Wholesale $14.40 dz.

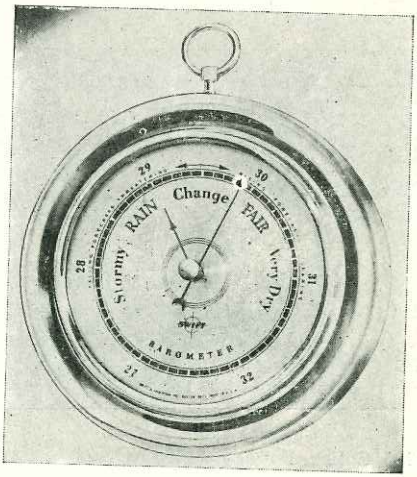
## TINY LITE

A Midget model of the world famous Key Chain Lite. Destined to be a terrific volume seller. Comes in Leather and Chrome.

TNL Leather

Retail $1.00 Wholesale $7.20 dz.

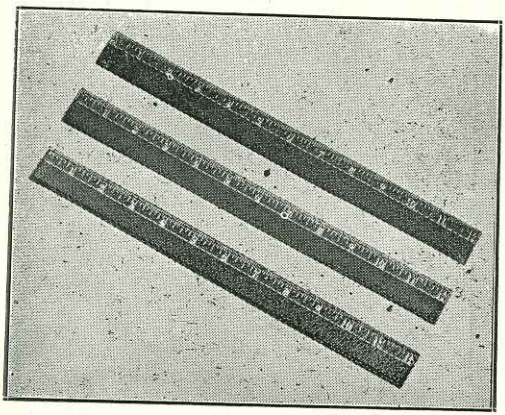
## WEATHERMAN BAROMETER




A beautiful weather forcaster designed to grace the finest of homes. A precision instrument. Dial size 4″. High polished brass case.

WMB Retail $10|95 Wholesale $79.20 dz.

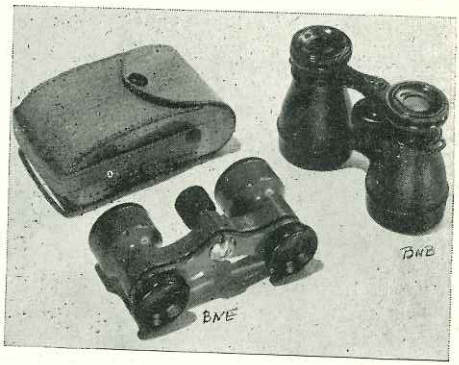
## LEATHER RULERS



A new idea for the home or office desk. Rulers made of genuine leather. Terribly smart — a gift that is not only useful but different. Colors: Red, Black.

RUL Retail 50¢ Wholsale $3.60 dz.

## BINOCULARS

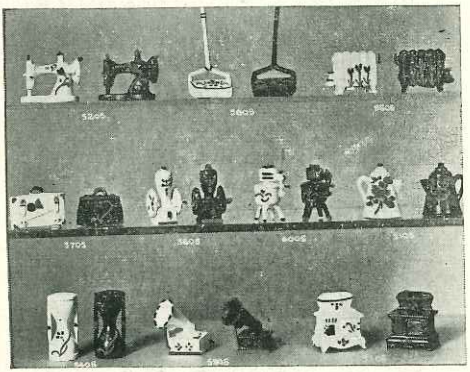



These imported binoculars of A1 quality. Perfect for Bird watching, sports and opera. BNP Imperial model is 2 Power, and comes in conventional black finish. BNE is made of lightweight aluminum 2½ power and finished in enamel. Assorted colors. Comes in genuine leather carrying case.

BNB Retail $3.50 Wholesale $25.20 dz.
BNE Retail $7.50 Wholesale $54.00 dz.

DISTINCTIVE CREATIONS 7-2-1953

## PENN DUTCH SALT N PEPPERS



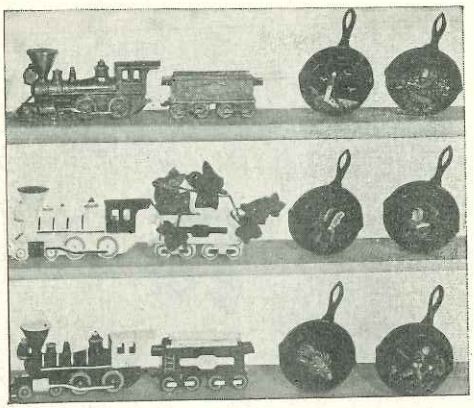
5105 Coffee Pot
5205 Sewing Machine
5305 Jewel Range
5405 Hour Glass
5505 Radiator
5605 Coffee Grinder
5705 Suitcase
5805 Carpet Sweeper
5905 Phonograph
6005 Washing Machine

All — Retail $1.00 pr. Wholesale $7.20 dz.

6605 Teepee
6705 Lawn Mower
6805 Street Car
7005 Rocking Chair
6905 Oil Stove
6105 Milk Can
6205 Wishing Well
6305 Wind Mill
6405 Pot Belly Stove
6505 Sad Iron

All — Retail $1.00 pr. Wholesale $7.20 dz.

## CHOO-CHOO PLANTERS SKILLET ASHTRAYS



The Planter is of all metal hand decorated and can be used as well for an ashtray or cigarette holder. The skillets are 3 inches in diameter and are metal with Penn Dutch designs.

SKI Retail 59¢ Wholesale $4.20 dz.
CCP Retail $2.00 Wholesale $14.40 dz.

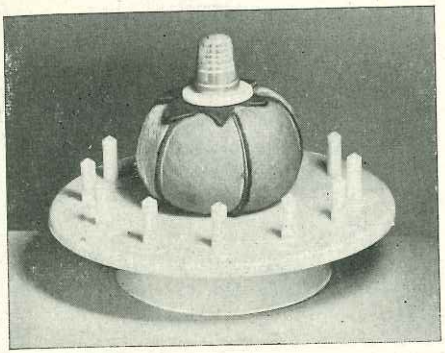
## GAY NINETIES ASH TRAYS

Funny is the word. Grand for the Rumpus Room. Plastic Ash Tray with metal figures. Hand decorated. Order by number.

Retail $1.00 Wholesale $7.20 dz.

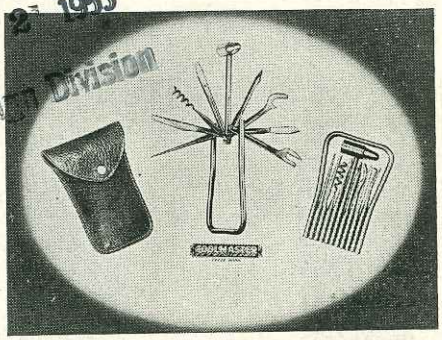
U. S. Patent Office
JUL 2 1953
Design Division

## SEWING SUSAN



A Clever spool rack with pin cushion and thimble holder. Revolving and holds 12 spools. Cream colored plastic.
SES Retail $1.25 Wholesale $9.00 dz.

## TOOLMASTER

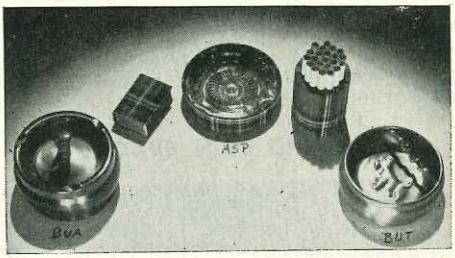


The celerest tool carrier ever devised. 9 handy tools made of finest quality steel which fold up and can be carried in handsome leather case. A perfect gift for a man.
TLM Retail $4.95 Wholesale $35.00 dz.

## BOOT-EZE

A pair of emergency rubbers that can be carried in handbag. Highly styled and made of highest quality rubber for long life. Black with red lining. Comes in Small, Medium and Large sizes.
BTZ Retail $2.75 Wholesale $19.60 dz.

## ASHTRAYS

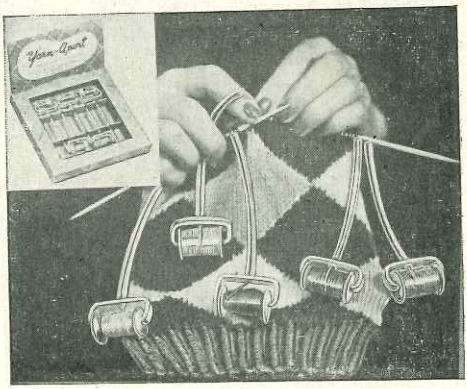



Attractive ashtrays in cupcake designs. Anadized finish in assorted colors. Plaid set consists of Tray, Match Case and Cigarette Holder.
BUT Retail $1.25 Wholesale $9.00 dz.
BUA Retail $2.50 Wholesale $18.00 dz.
ASP Retail $3.75 Wholesale $27.00 dz.

## MENS RUBBERELLAS

Can be carried in pocket, luggage or kept in desk drawer. for emergency use. Highest quality rubber which will fit any sized shoe. Comes in handy carrying case.
RBM Retail $2.50 Wholesale $18.00 dz.

## YARN APART



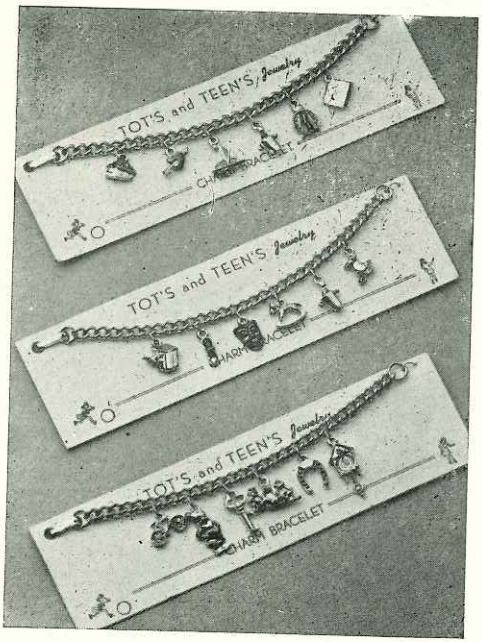

Grand for the Argyle Sock knitters. Keeps the yarn separated. Made of plastic tubing, which is flexible and allows clear vision.
YAP Retail $1.75 Wholesale $12.00 dz.

## HOROSCOPE BRACELETS

Good luck and good fortune goes to the wearers of these clever bracelets. Gold plated with enamel designs. Dozen consists of one for each month with display card.

HRB Retail $1.00 Wholesale $7.20 dz.

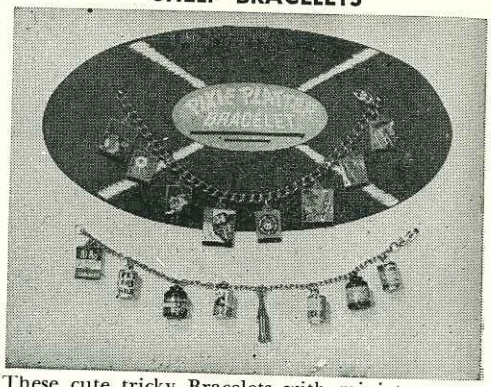
## TOT AND TEEN BRACELETS




Gold plated with enamel charms. Just about the cutest kiddie bracelet that one could ever imagine. Very successful number.

TTB Retail $1.00 Wholesale $7.20 dz.

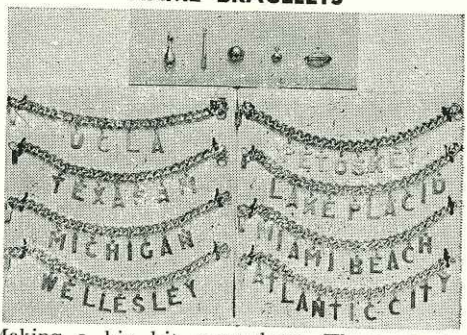
## PIXIE PLATTER — GROCERY SHELF BRACELETS



These cute tricky Bracelets with miniature record albums and known canned goods, go over big with the Teen Agers.

LOB Groceries Ret. $1.00 Wholesale $7.20 dz.
PXB Platters Ret. $1.00 Wholesale $7.20 dz.

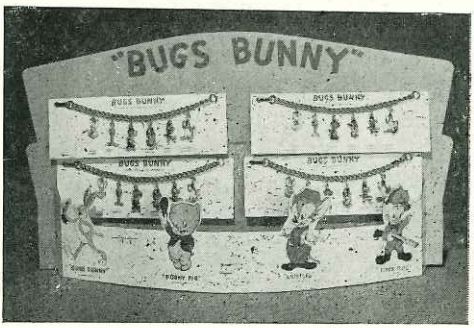
## NAME BRACELETS




Making a big hit everywhere. These can be made up with College, High School, Fraternity, Sorority, Resort, Ball Teams, Towns, Cities, Clubs, etc. Minimum 1 dozen of a subject. Gold plated. Gift boxed.

NMB Retail $1.00 Wholesale $7.20 dz.

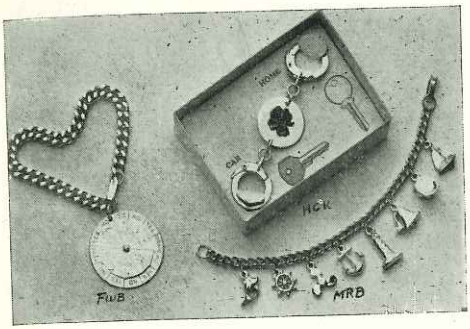
## BUGS BUNNY BRACELETS




Guaranteed to charm any tot. These clever cartoon figures are gold plated with colorful enamel. Display given with order of 2 dozen or more.

BUB Retail $1.00 Wholesale $7.20 dz.

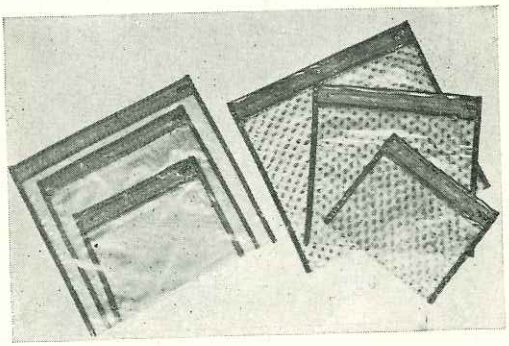
## NOVELTIES




Marine and Fortune wheel bracelets. Lucky car and house key holder. All gold plated. Gift boxed.

| | | |
|---|---|---|
| FWB | Retail $1.00 | Wholesale $7.20 dz. |
| MRB | Retail $1.00 | Wholesale $7.20 dz. |
| HCK | Retail $1.25 | Wholesale $9.00 dz. |

## UTILITY CASES

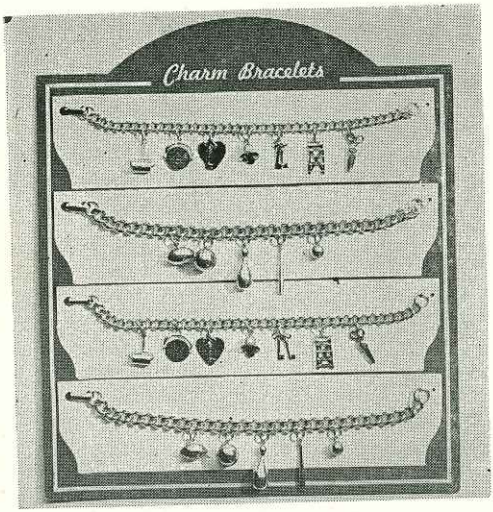


Three lovely waterproof cases that are grand for traveling or preserving dainty lingerie, etc., against dust and dampness. Set consists of three sizes in various colors. Comes in clear or polka dot patterns.

UTC Clear
Retail $1.50 Wholesale $10.80 dz.

UTP Polka
Retail $1.50 Wholesale $10.80 dz.

## CHARM AND SPORT BRACELETS




Very popular among the Teen Agers. Gold plated bracelets with cute little charms or sport danglers. Gift boxed.

CHR Charm
Retail $1.00 Wholesale $7.20 dz.

SPB Sport
Retail $1.00 Wholesale $7.20 dz.

## NOVELTY BRACELETS

Four popular bracelets. All are Gold plated. The Compass and Harmonica are real. Gift Boxed.

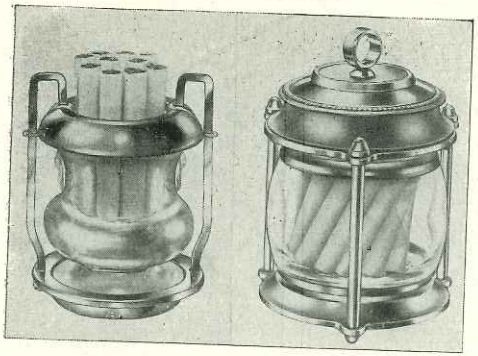
CMB Compass
Retail $1.00 Wholesale $7.20 dz.

HMB Harmonica
Retail $1.00 Wholesale $7.20 dz.

COB Clover
Retail $1.00 Wholesale $7.20 dz.

KTM Kiss Timer
Retail $1.19 Wholesale $8.40 dz.

## CIGARETTE HOLDERS



These handsome cigarette holders are made of high polished brass. The urn is 3″ high. Marine Lantern 4″. Gift Boxed.

GCU Retail $1.75 Wholesale $12.00 dz.
GMC Retail $2.95 Wholesale $21.60 dz.

## SHINE-O-Mat

Truly revolutionary. Now its so simple to keep your shoes bright and clean. No mess no fuss. Just roll on polish and brush. Refills available. Comes in Black and Brown.

SHM Retail $1.25 Wholesale $9.00 dz.
SHR Refills
Retail 30c Wholesale $2.16 dz.

## PRESS DOWN ASHTRAY

Beautiful made of high polished brass with enamel trim in assorted colors. Press down to drop ashes. Gift Box.

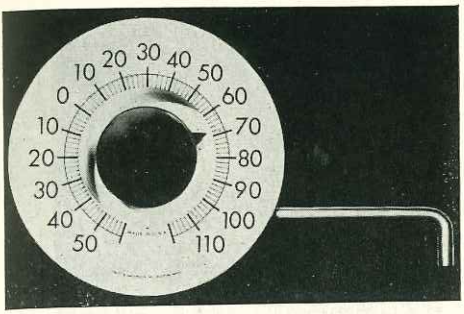
ASA Retail $3.95 Wholesale $28.80 dz.

## ASHTRAY AND CIGARETTE HOLDER

A very clever combination. Beautifully made of highly polished brass, with enamel trim, in assorted colors. Gift Boxed.

ASC Retail $3.95 Wholesale $28.80 dz.

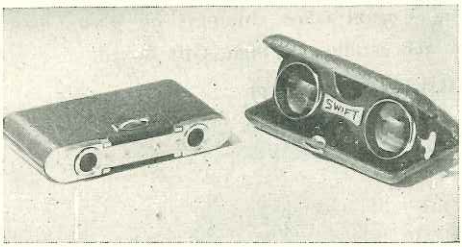
## TARGET OUTDOOR THERMOMETER




Good looking, highly sensitive outdoor thermometer. Designed to withstand all weather conditions. Comes with arm bracket for mounting outside window.

TGT Retail $2.95 Wholesale $21.60 dz.

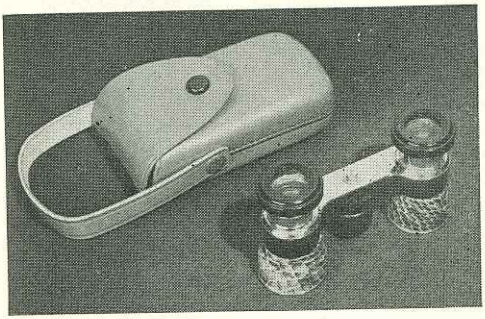
## FOLDING BINOCULARS




The last word in Binoculars. Folds in compact style to fit in pocket or handbag. Grand for Sports, Bird-Watching, and the Opera. These Imported Glasses are of the highest qualitv. 2½ Power Enamel finishes in Assorted Colors.

BNF Retail $15.00 Wholesale $108.00 dz.

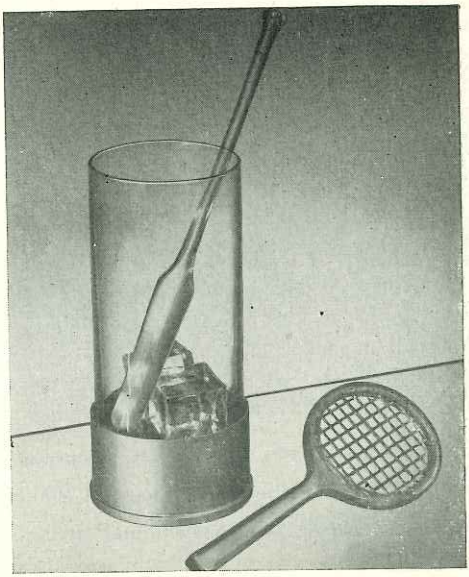
## BINOCULARS



These imported little binoculars are without peer in quality. Grand for theatre, bird watching, etc. Precision made with 2½ power lenses. Comes in genuine leather carrying case.

BNL Retail $11.00 Wholesale $81.00 dz.

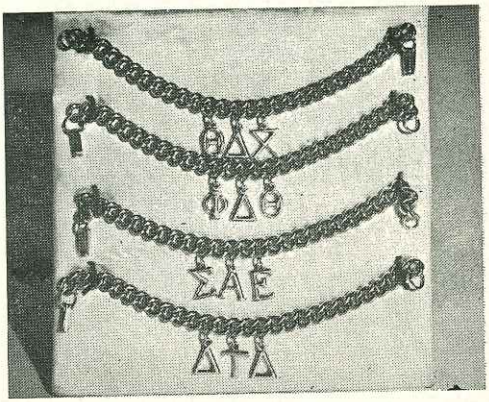
## SPORTSMAN MIXER



Every Sports lover will want one of these clever sets for his home bar. Shot Gun Shell mixer (7" high). Canoe Paddle Stirrer. Tennis Racquet Strainer. All of colorful plastic. Gift Boxed.

SPM Retail $2.75 Wholesale $19.60 dz.

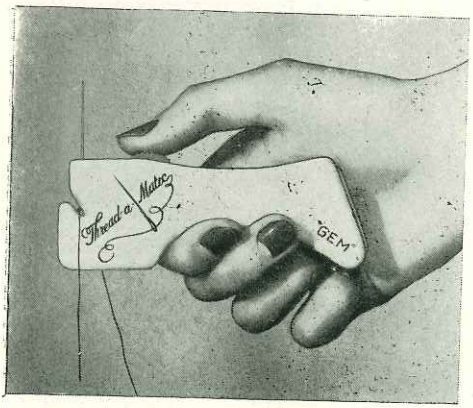
## GREEK LETTER BRACELETS




These bracelets have made a hit with Sororities and Fraternities. Can be made up in any three Greek letter combinations. A wonderful favor for Banquets, Conventions and Dances. Gold plated. Gift boxed.

GLB Retail $1.00 Wholesale $7.20 dz.

## THREDOMATIC




Convenient tuck a way size. So easy to operate. Click release and it's threaded. Blue and White plastic with needle compartment and needles. Gift Boxed.

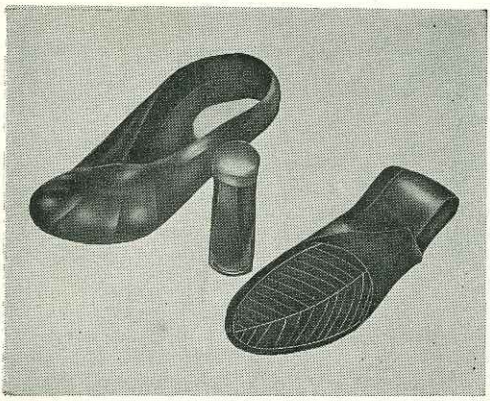
TMD Retail $1.00 Wholesale $7.20 dz.

## TWIN HURRICANE LAMPS

Two miniature Hurricane Lamps. An amazing value. Crystal Glass chimneys on plastic base with red candles. 6″ high. Gift Boxed.

MHL Retail $1.00 pr.
Wholesale $7.20 dz.

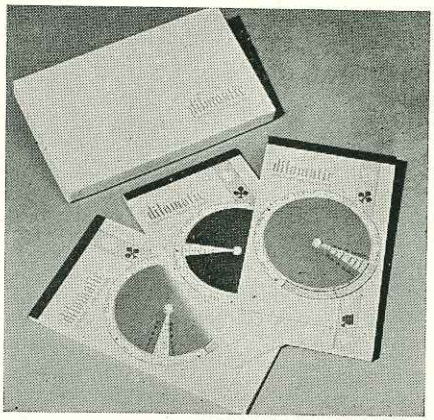
## RUBBERELLA



Belongs in every women's handbag. Clever rubbers that will fit any shoe size, and rolls up and fits into tiny carrying tube. With rubberellas one has a sense of security against sudden showers. Comes twelve to display carton.

RBL Retail $1.25 Wholesale $9.00 dz.

## DILOMATIC



Something new in a Bridge Pad. Here you have the scoring device right on the pad. A very big hit, comes 3 pads in handsome gift box.

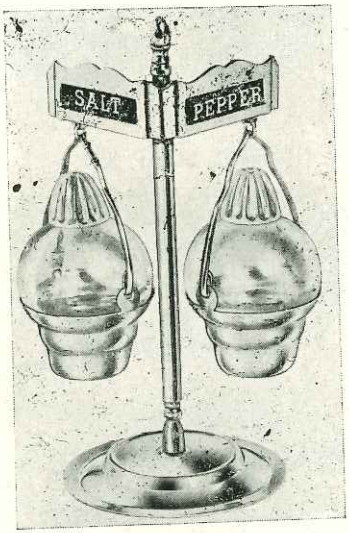
DIL Retail $1.00 per box
Wholesale $7.20 per dz. boxes

## SPRINGFIELD PHONE PAD

A clever pad which fits all modern style phones. Has attached pencil and calendar. Black enamel finish to match phone.

SPP Retail $2.00
Wholesale $14.40 dz.

## STREET SIGN SALT N PEPPER




Something different for the salt and pepper collectors. Made of highly polished brass. Height 6 inches. Gift Boxed.

SMS Retail $2.25
Wholesale $16.20 dz.

## JOLLY BLINKER

Guaranteed to fascinate any small child. Used as a rattle or fastened by means of a suction cup to any smooth surface, it will light and blink when child plays with it. Made of plastic in pink and blue combination.

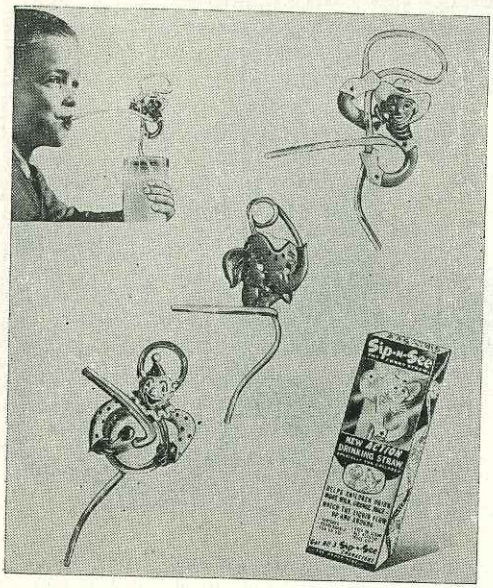
RTM Retail $1.25 Wholesale $9.00 dz.

## KIDDY SOAP SET

Children love this clever set. Three cakes of fine French Soap with Mother Goose motifs. These do not wear off. Also plastic drinking cup and towel. A colorful gift for any youngster.

KDS Retail $1.50 Wholesale $10.80 dz.

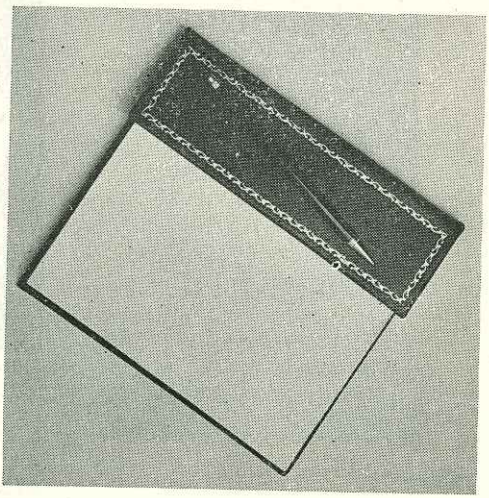
## SIP N SEE




No trouble to get Junior or little Mary to drink their milk with these amusing plastic straws. Comes one dozen to Display Carton.

SNS Retail 49c Wholesale $3.60 dz.

## MAGNETIC MEMO PAD



This clever pad is enjoying wide popularity. Genuine leather with pencil held on pad magnetically. Always ready for use. Assorted colors.

FMP Pad
Retail $2.25 Wholesale $15.00 dz.

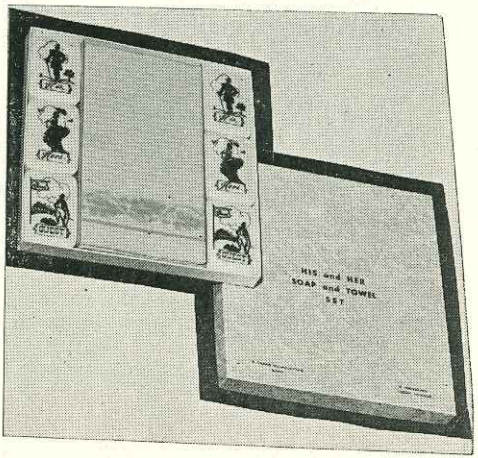
FMR Refills
Retail 35c Wholesale $2.40 dz.

## TUMBLE CLOWN

Will delight any small child. When knocked about, clown always comes back to original position. Plastic in contrasting colors in handsome self display box.

TBC Retail $1.25 Wholesale $9.00 dz.

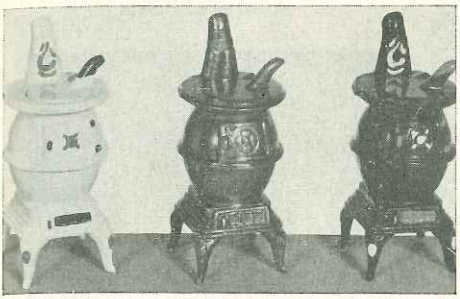
## HOSTESS SOAP SET




Six cakes of fine French soap with Gay Ninety Motifs that do not wear off. Set also contains six fine quality paper towels.

HOS Retail $1.50 Wholesale $10.80 dz.

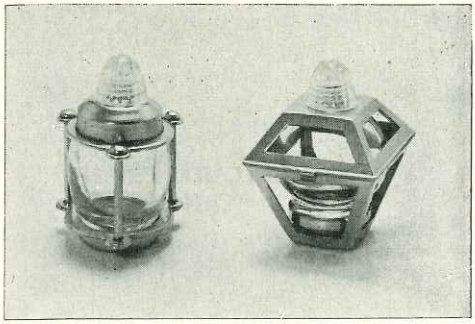
## POT BELLY STOVES



The old fashioned pot belly in miniature. Height 3½ inches. Can be used as cigarette holder or ash receiver.Penn Dutch designs.

PBS Retail $1.00 Wholesale $7.20 dz.

## COLONIAL STREET LANTERN
## MARINE LANTERN SALT N PEPPERS

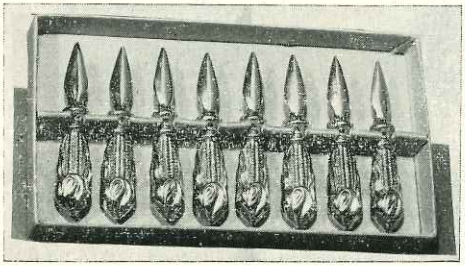


Two charming salt and pepper sets with the colonial flavor. Both are made of high polished brass, with crystal salt and peppers. Gift boxed.

CLS Street
Retail $2.00 Wholesale $14.40 dz.

MLS Marine
Retail $2.00 Wholesale $14.40 dz.

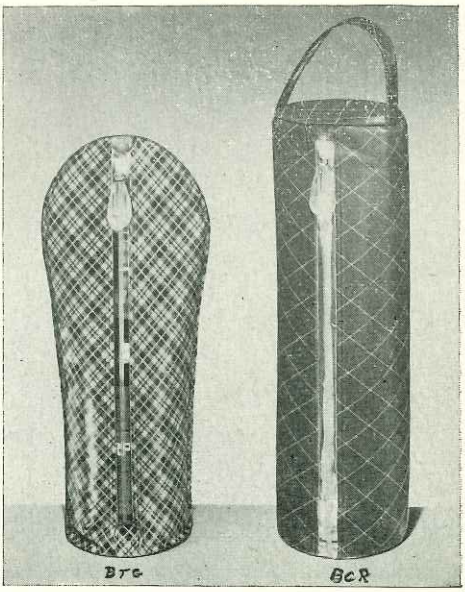
## CORN HOLDERS



All metal Corn Holders at a very modest price. Will give years of service.

CRH Retail $1.10 Wholesale $7.80 dz.

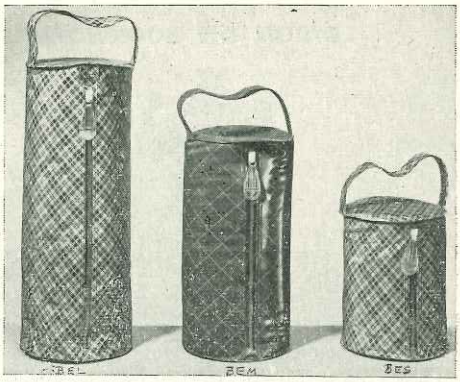
## LIKKER SLIKKER-BEER CAN ROLL




Made of fiber glass. Will keep liquids hot or cold for hours. The roll holds 3 cans of beer. Grand for the beach. The slicker protects the bottle while traveling.

BTG Retail $2.75 Wholesale $19.60 dz.
BCR Retail $2.95 Wholesale $21.60 dz.

## BEACH BAGS




Wonderful for summer. Keeps food and liquids hot or cold for hours. Made of fibre glass in attractive patterns.

BES 5″ Diameter
Retail $2.25 Wholesale $16.20 dz.

BEM 6″ Diameter
Retail $2.75 Wholesale $19.60 dz.

BEL 6″ Diameter
Retail $3.25 Wholesale $22.50 dz.

## SPICE CADDIE

At last a salt shaker that is moisture free and can be used in any climate. Simply squeeze bottle. Comes in double and triple sets, the latter having a bottle for spices. Each set in handsome display boz.

SPD Duo
Retail $1.00 Wholesale $7.20 dz.

SPT Trio
Retail $1.50 Wholesale $10.80 dz.

## BYRON THE BOOKWORM

Amusing animated Book Ends. Made of Rubberized Plastic. They are unbreakable. Very colorful with Green Worm and Tan Books.

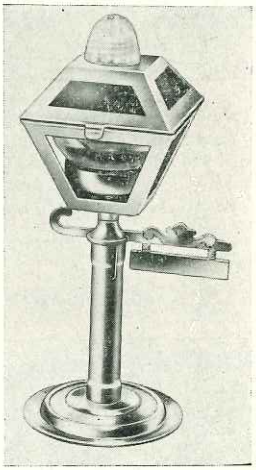
BKW Retail $4.95 Wholesale $36.00 dz.

## TRUMPET SALT AND PEPPERS

Authentic replicas of the Huntsmans Horn. Made of Golden metal with glass linings. An eye catcher, 3 inches high. Gift Boxed.

TPS Retail $1.00 pr.
Wholesale $7.20 dz. prs.

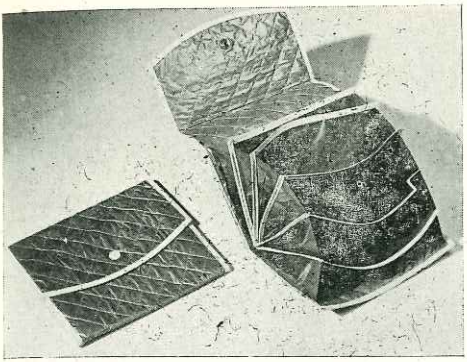
## COLONIAL STREET LANTERN



Beautiful set of Salt and Peppers, in exact replica of the Colonial Street Lantern. Height 5½ inches. Made of highly polished brass. Gift Boxed.

SLS Retail $5.00 pr.
Wholesal $36.00 dz.

## HOSIERY CASE

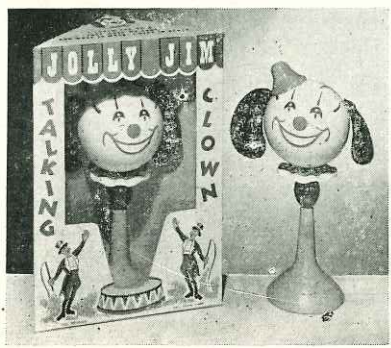


A real necessity for the female traveler. Made of quilted plastic cloth in assorted colors.
HOC Retail $1.00 Wholesale $7.20 dz.

## CRIB CLAMPS

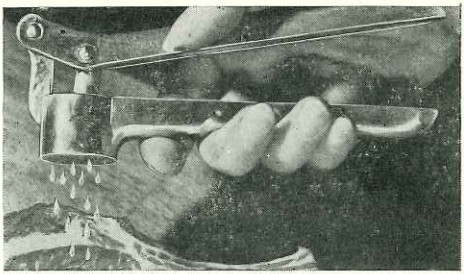
What a grand boon to parents, to know that the little charmer is warm and snug. Crib clamps are worth their weight in gold. Comes in pairs in blue or pink.
CRC Retail $1.75 Wholesale $12.00 dz.

## TALKING CLOWN



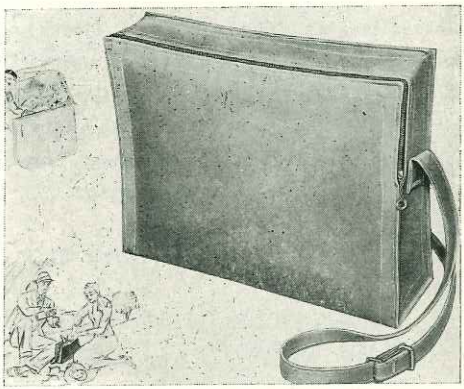

Jolly Jim is guaranteed to amuse any child. Held down by suction cup, Jim will talk as child bats same back and forth.
TAC Retail $1.25 Wholesale $9.00 dz.

## GARLIC PRESS



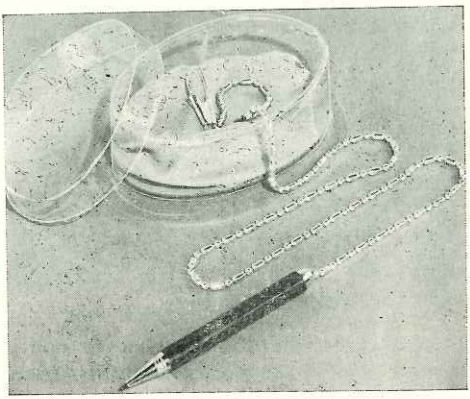
A press at popular price. Imported from Italy strong aluminum which will give lifetime service.
GRP Retail $1.10 Wholesale $7.80 dz.

## THERMO-KEEP TOWN & COUNTRY



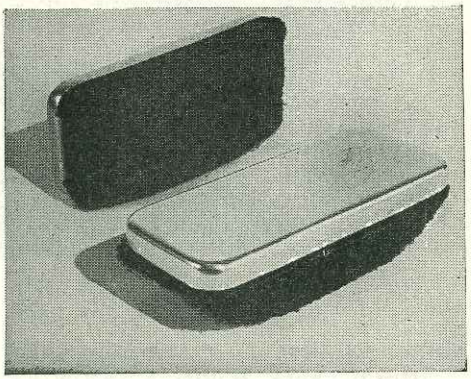
Keeps things hot or cold for hours. Grand for baby's bottle, etc., while on visit. Also a beach and picnic must. Assorted colors. 14 × 10 × 3.
THT Retail $4.95 Wholesal $36.00 dz.

## LEATHER TELEPHONE PENCIL



A beautiful telephone pencil with chain for attaching to phone. Genuine Cobra leather. Comes in acetate gift box.
TEL Retail $1.25 Wholesale $9.00 dz.

## BRUSH OFFS



The famous "BRUSH OFFS." A new idea in clothes brushes. The rubberized fabrics performs miracles on dark clothes, removing lint like magic. These bruses carry the "GOOD HOUSEKEEPING" seal of approval. Aluminum tops in Gold, Red, Blue. Two sizes: Tiny for the purse and Large for the bureau.

BRT Tiny
Retail 50c Wholesale $3.60 dz.

BRO Large
Retail $1.25 Wholesale $9.00 dz.

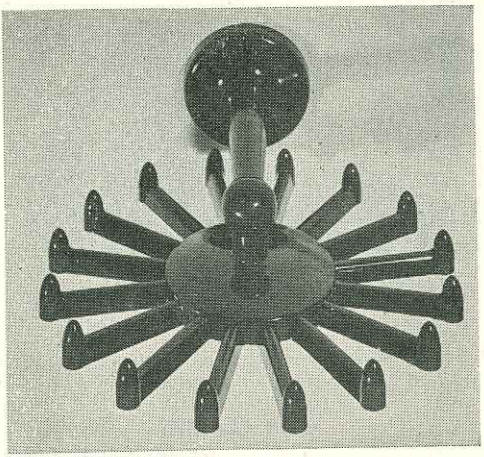
## THERMO KEEP BAGS

Two sizes, Lunch $10 \times 6 \times 6$, and Large $16 \times 10\frac{1}{2} \times 5\frac{1}{2}$. Keeps things hot or cold for hours. Grand for the beach and picnics. Assorted colors.

THL Lunch
Retail $3.50 Wholesale $25.20 dz.

THA Large
Retail $5.95 Wholesale $43.20 dz.

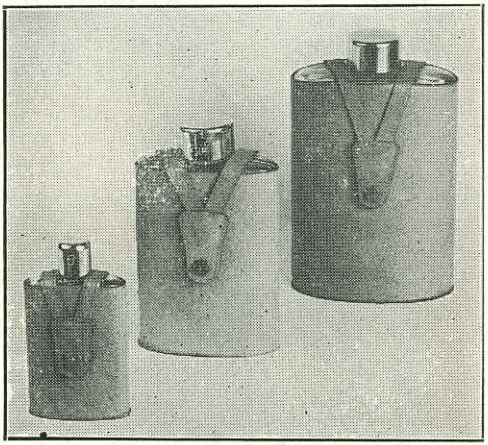
## HOLLYWOOD TIE RACK



A revolving Tie Rack that is meeting with great success. Any man will be pleased to have one of these in his necktie department. Made of molded plastic. Assorted colors.

HWT Retail $1.00 Wholesale $7.20 dz.

## LIQUOR FLASKS



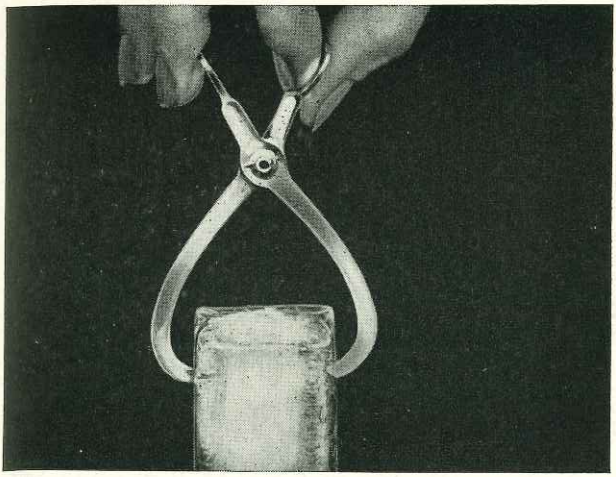
The most popular flasks on today's market. Made with genuine leather coverings, with removeable bottle. LFK & LFL have pigskin coverings. LFM comes in Morocco in assorted colors.

LFM $1\frac{1}{2}$ oz.
Retail $2.50 Wholesale $18.00 dz.

LFK 8 oz.
Retail $4.50 Wholesale $32.40 dz.

LFL 16 oz.
Retail $5.00 Wholesale $36.00 dz.

## NEW SURE-GRIP ICE CUBE TONGS



Miniature ice-man's tongs. Picks up ice cubes quickly and neatly and holds them securely. Hidden spring action is the secret. Solid brass, chromium plated. In attractive gift box with imitation ice cube, showing actual use.

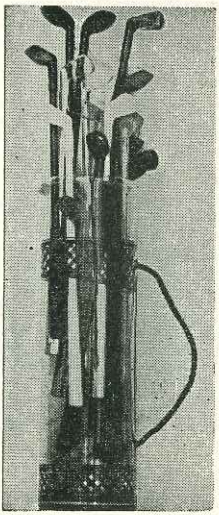
ITC Chromium Plated
Retail 75c Wholesale $5.40 dz.

## PARTY COASTERS

Eight leaf shaped plastic coasters in Assorted colors. Can be used for nuts, bons bons, salads, etc. Grand for Bridge and TV Parties.

PYC Retail $1.25 Wholesale $9.00 dz.

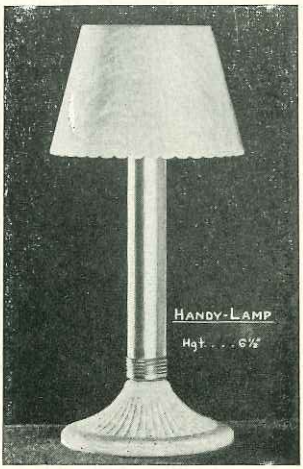
## GOLF CLUB STIRRERS



The largest selling in a decade. Colorful plastic miniature golf clubs in a smart carrying bag. Comes in two numbers with 10 or 16 stirrers.

GB10 Retail $1.00
Wholesale $7.20 dz.
GB16 Retail $1.25
Wholesale $9.00 dz.

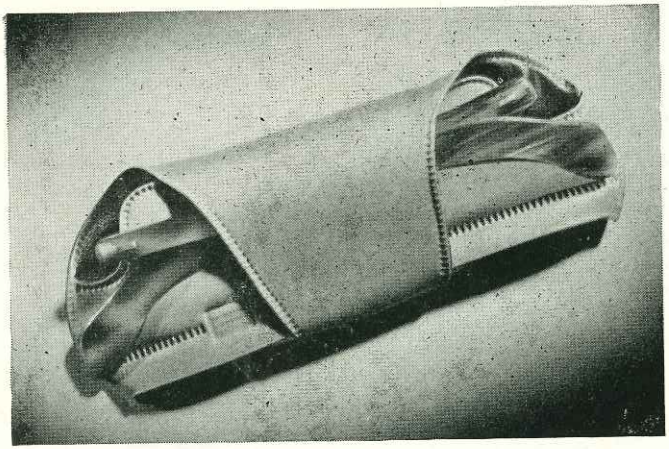
## HANDY LAMP




Cleverest of all nursery lights. Needs no electrical outlets. Stand is of polished brass with Pink or Blue Styrne Shade and Base. Complete with Batteries and Bulb. Gift Boxed.

HLP Retail $1.00
Wholesale $7.20 dz.

## KLEEN KASE



New self polishing eyeglass case. Really amazing. Special silicone treated pocket keeps glasses clean and always ready for use. Vinyl plastic case with feel of leather. Assorted colors.

KKS Retail $1.00 Wholesale $7.20

## SOAP LEAVES

*(Featured in Vogue Magazine)*

Unique, new and fills a long standing need. Soap leaves can be carried in pocket or handbag, always ready for travel cleanups. Each leaf makes a creamy cleansing lather. Three generous books of leaves in each gift box.

SPL Retail $1.00 Wholesale $7.20 dz.

## OLD ENGLISH BOTTLE OPENERS

The Four Old English characters as a bottle opener. Jester, Musketerer, Frenchman and Scotchman. Silver plated. Gift Boxed.

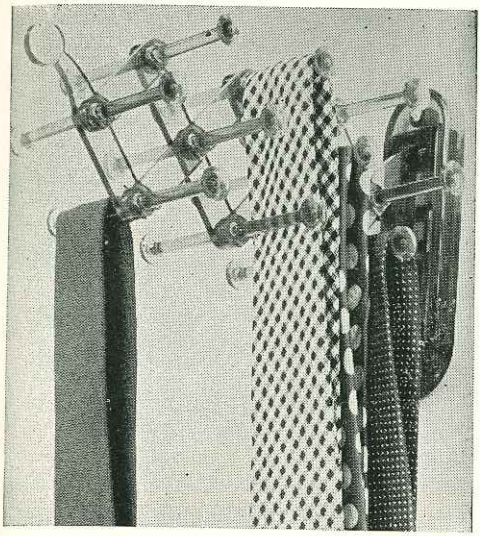
OBO Retail $1.75
Wholesale $12.00 dz.

## PLAID GOLF BAGS

The popular plaids in the miniature golf bag with 8 golf club stirrers.

GBP Retail $1.35
Wholesale $9.60 dz.

## HOLLYWOOD FOLDING TIE RACK

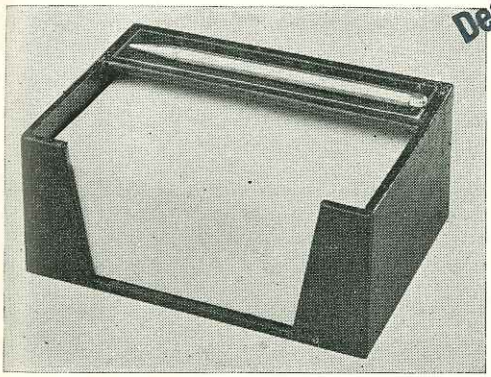


A very popular Tie Rack, can be pulled out and pushed back against the wall. Made of plastic, in Walnut, Tortoise and Amber finishes.

HFT Retail $1.25 Wholesale $9.00 dz.

U. S. Patent Office
JUL 2
1953
Design Division

## MAGNETIC BOX



A wonderful, practical item for the Desk or Telephone Stand. Large supply of Note paper with pencil, that is held on top magnetically. Made of simulated leather in assorted colors.

MBI Retail $2.50 Wholesale $18.00 dz.

## TINEE LITE

One of the most powerful pocket lights on to-days market. Has red glowing top with cream plastic shell. Two long life batteries. Comes 1 dozen in display carton.

TIL Retail .79 Wholesale $5.76 dz.

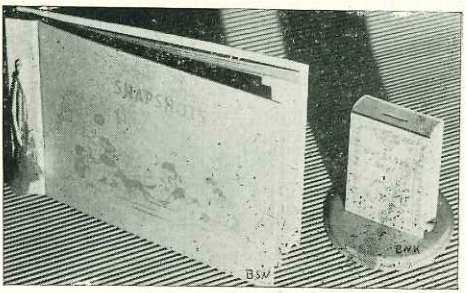
## DUET SALT N PEPPERS

Amusing and colorful. Twin porkies and fishes. Made of china, hand decorated. Another item for the salt and pepper collectors.

DUP Pork
Retail $1.00 Wholesale $7.20 dz.

DUF Fish
Retail $1.00 Wholesale $7.20 dz.

## BABY SNAPSHOT BOOK
## BABY BANK




A bank to start baby on the road to riches. A snapshot book with records to keep those precious photos. Bank comes in pink or blue.

BNK Retail $1.00 Wholesale $7.20 dz.

BSN Retail $1.50 Wholesale $1080 dz.

## BAR SET

A gorgeous gift set for the home bar. All the tools needed for the top drink mixer. Simulated stag handles with chromium plated tools. All in beautiful acetate gift box.

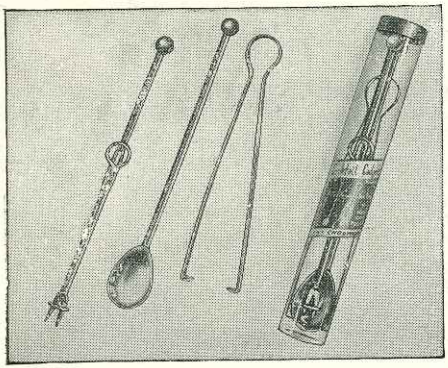
BRS Retail $15.00 Wholesale $108.00 dz.

## ROLY POLYS

Cute little Tumble Toys. Will always come back to original position. Will also float in water. Duckie, Piggie, Bunnie. Made of plastic in contrasting colors. Comes 1 Dozen to display carton.

RPO Retail 59c Wholesale $4.32 dz.

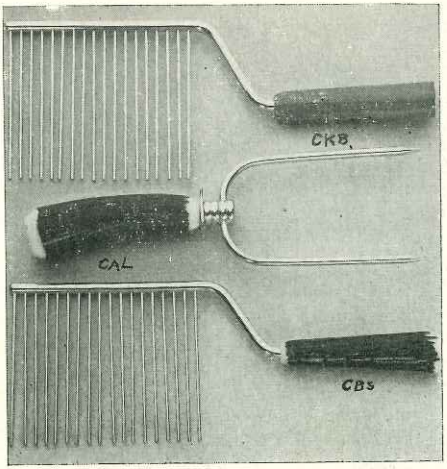
## COCKTAIL GADGETS



An ideal set for the home. Consists of Olive Fork, Ice Tongs, and Stirring Spoon. Attractively packaged in acetate container.

CTG Retail $1.50 Wholesale $10.80 dz.

## CAKE BREAKER

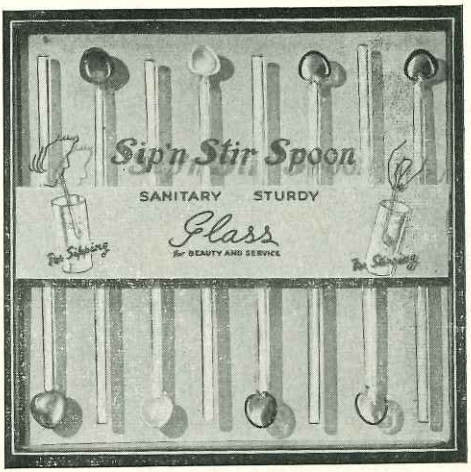



Two highly popular Cake Breakers. Assures a perfect cut for cakes. CKB plastic handle in assorted colors. CBS Cake Breaker has simulated Stag Horn Handles.

CKB Retail $1.19 Wholesale $8.40 dz.

CBS Retail $1.75 Wholesale $12.00 dz.

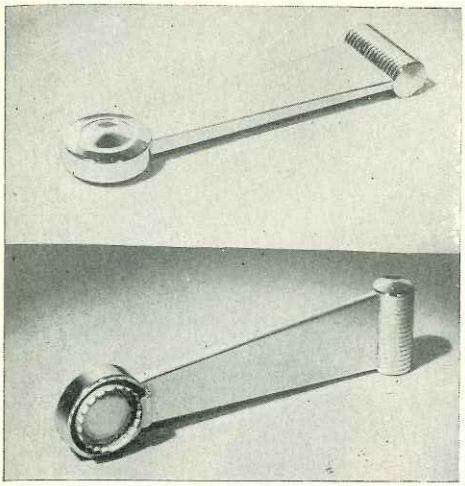
## SIP N STIRR SPOONS




A delightful item for summer drinks. Not only are these spoons stirrers, but sipping straws as well. Crystal clear glass. A wonderful weekend gift. Comes in handsome display carton.

SIS Retail $1.10 Wholesale $7.80 dz.

## MAGNACAP



A bottle opener that is truly different. When you lift cap, same is held in place magnetically and can easily be replaced on bottle. Ice breaker on other hand. A lifetime tool. Beautifully chrome plated. Each in handsome display box.

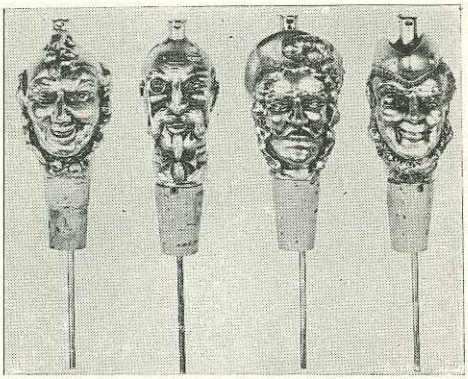
MAC Retail $2.95 Wholesale $21.60 dz.

## COASTER - ASH TRAY

The perfect answer to the large party giver. 40 Aluminum Foil Coaster Ash Trays to the box in assorted colors. Can be wiped clean and reused.

HNC Retail $1.00 box Wholesale $7.20 dz.

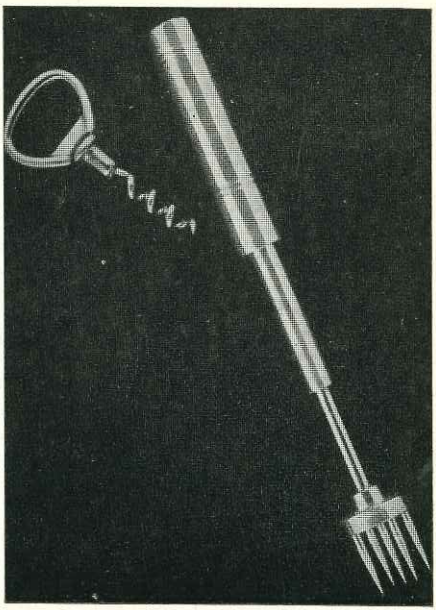
## BOTTLE POURERS



These amusing Old English characters are Silver Plated. Pouring the spirits fermenti is their job.

OBP Retail $2.50 Wholesale $18.00 dz.

## NEW 4-WAY CHIP CHOP



Truly the miracle gadget of the year. Has (1) handy bottle opener, (2) corkscrew, (3) sturdy metal handle for cracking large ice, and above all (4) crushes ice cubes safely, instantly, right in the glass. De luxe Diplomat Chrome model with solid brass handle (in gift box).

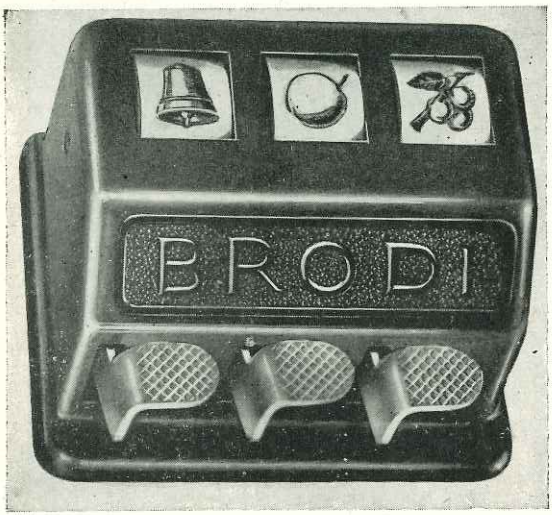
CHS Retail $2.00 Wholesale $14.40 dz.

## PLAID LIKKER FLASK

A handsome flask that will appeal to the Sportsman. Capacity 12 oz.

FSP Retail $5.50 Wholesale $39.00 dz.

## BRODI

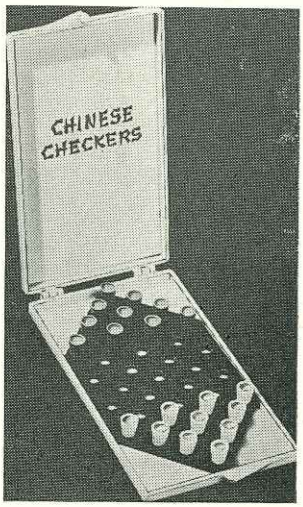



All the fun of playing the Slot Machine. Plastic in assorted colors. Comes also in handsome gift box with 50 tiny chips.

BRD Reg.
Retail $1.00 Wholesale $7.20 dz.

BRC Chip
Retail $1.50 Wholesale $10.80 dz.

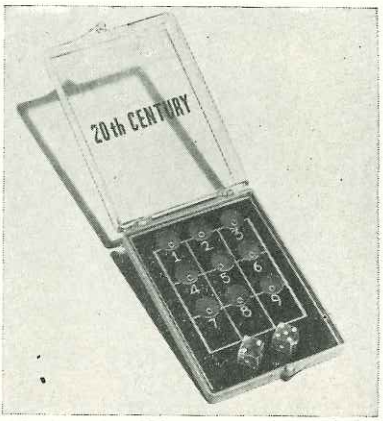
## CHINESE CHECCKERS




This ancient and ever popular game is pocket size. Comes in assorted colored plastic cases with full instructions on how to play. Two dozen in attractive display carton.

CKK Retail 50c
Wholesale $3.60 dz.

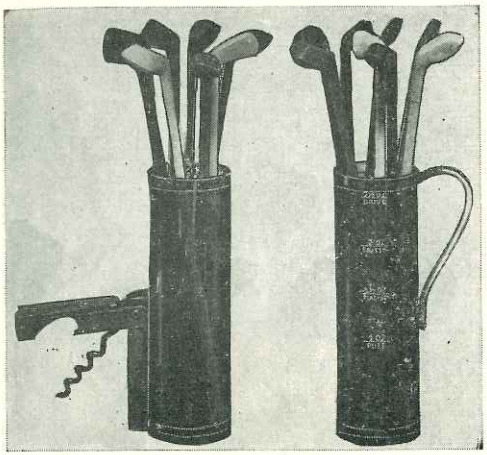
## 20th CENTURY




An exciting new game. Played by one or twenty people. Based on numbers and dice.. Comes one dozen to display carton.

Retail $1.00 Wholesale $7.20 dz.

## 19TH HOLE



The outstanding stirrer sets of this or any other year. Eight Golf Club Stirrers in heavy plastic. Golf bag, which has measuring device for 19th hole usage. Comes with, or without, bottle opener and corkscrew.

NTP Plain
Retail $1.00 Wholesale $7.20 dz.

NTH Cork
Retail $1.25 Wholesale $9.00 dz.

## SEA HAWK COASTERS

Strictly marine in flavor. Colorful coils of rope made of rubber. Really the most practical coasters on the market. Will give years of service. Comes 8 to the set. Assorted colors.

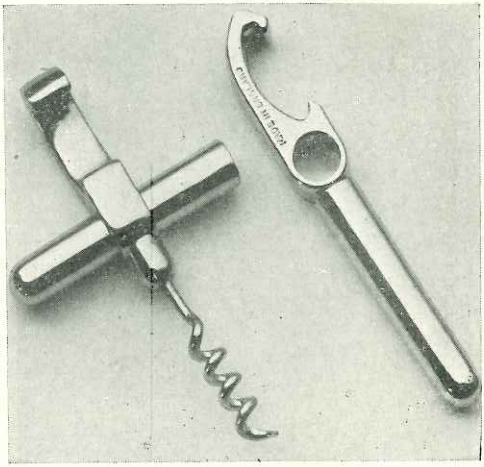
RPC Retail $1.19 Wholesale $8.40 dz.

## TRAVEL TUMBLERS

Every motorist will want one of these clever sets. Four nested plastic tumblers to the set. Comes six to display carton.

TRT Retail 75c Wholesale $5.40 dz.

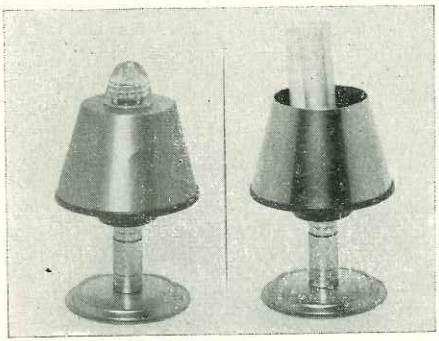
## DOUBLE ACTION OPENERS



Imported from England. Beautifully chrome plated. A combination corkscrew and bottle opener that can be carried in pocket.

DAO Retail $1.25 Wholesale $9.00 dz.

## LAMPSTYLE CIGARETTE & SALT AND PEPPER

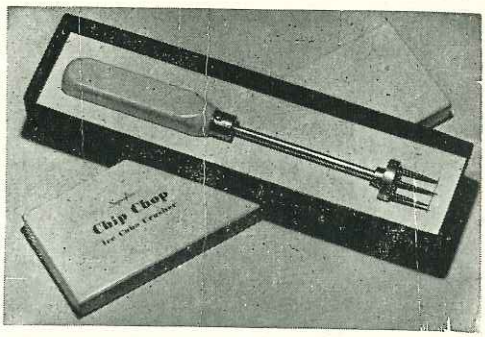


Very novel. Little miniature lamps made of high polishes brass. Height 3 inches. Gift Boxed.

LMC Cigarette
Retail $1.25 Wholesale 9.00 dz.

LMS S & P
Retail $2.50 pr. Wholesale $18.00 dz.

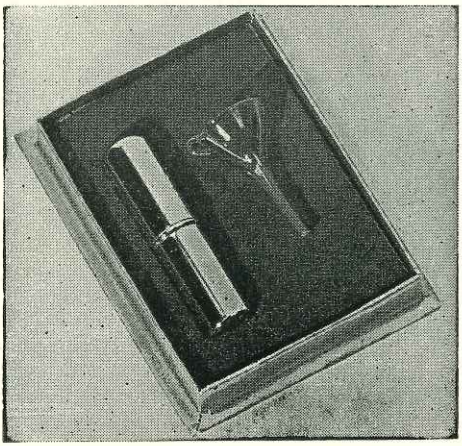
## EVER POPULAR $1.00 RETAIL CHIP CHOP




The sensational Chip Chop chops ice right in your drinking glass — instantly, without fuss or bother. Ingenious spring and hammer action handle does the trick. Chip Chop is nationally advertised and in demand everywhere. Gift boxed.

CHC 4 paneled wood handle beautifully pearlized finish
Retail $1.00 Wholesale $7.20 dz.

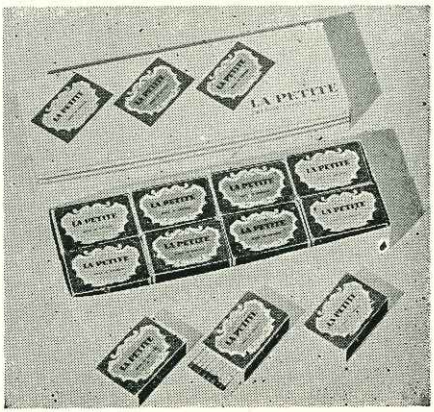
## KORY PERFUME VIAL



A most attractive and useful gift. Golden metal leak proof vial, with cute little funnel for filling same. Smartly gift boxed.

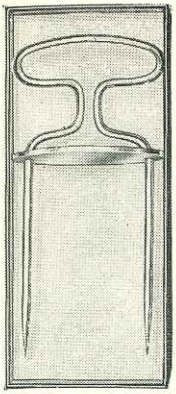
KPV Retail $1.00 Wholesale $7.20 dz.

## LA PETITE MATCHES

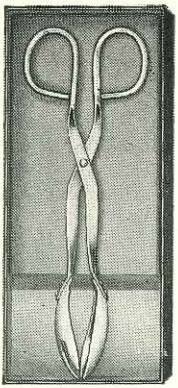



You will love these cute little swedish wooden matches. Come 16 boxes to the display carton.

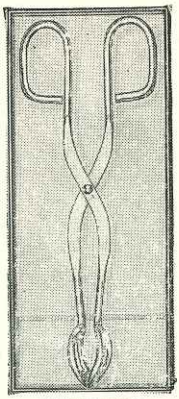
MLA Retail 50¢ Carton Wholesale $3.60 dz.



**CARVERS AID**
Perfect for holding Roasts, Fowl, etc., while carving. Chromium plated. Gift Boxed.
CAR
Retail $2.00
Whsle $14.40 dz.



**SPOON AND FORK TONGS**
TFS



**SERVING TONGS**
TSR

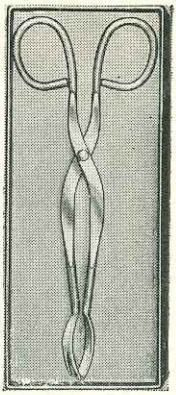
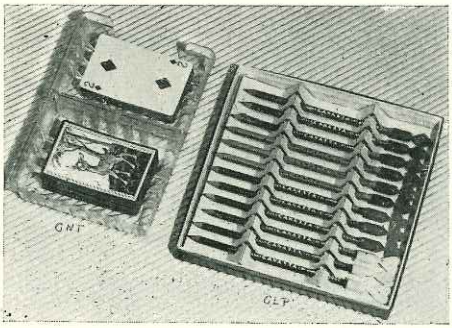


**TABLE TONGS**
TTS

These attractive tongs are most popular. Beautifully Chromium Plated. Gift Boxed.
Retail $2.00 Wholesale $14.40 dz.

## CANASTA

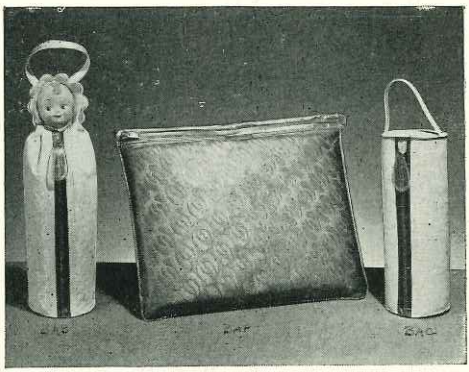


A dozen lead pencils with card motif for the canasta party. The tray is of crystal clear plastic and known as the Master Card Tray. Finest design for better enjoyment of the game.

CLP Pencils
Retail 85c Wholesale $6.00 dz.

CNT Tray
Retail $1.19 Wholesale $8.40 dz

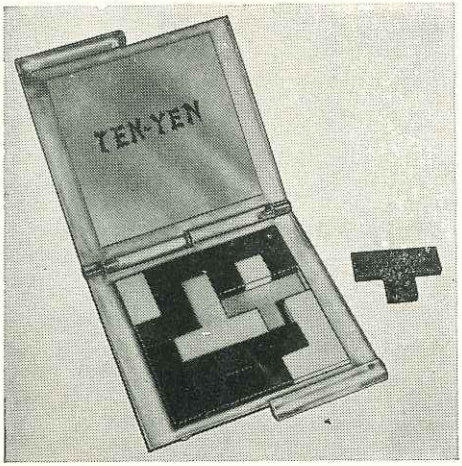
## BABY BOTTLES



Keeps baby's bottle warm for hours. Grand for traveling, or the beach. The pillow will hold several bottles. Made of fibre glass in pink or blue.

| | | |
|---|---|---|
| BAC | Retail $1.50 | Wholesale $10.80 dz. |
| BAB | Retail $2.00 | Wholesale $14.40 dz. |
| BAP | Retail $3.50 | Wholesale $25.20 dz. |

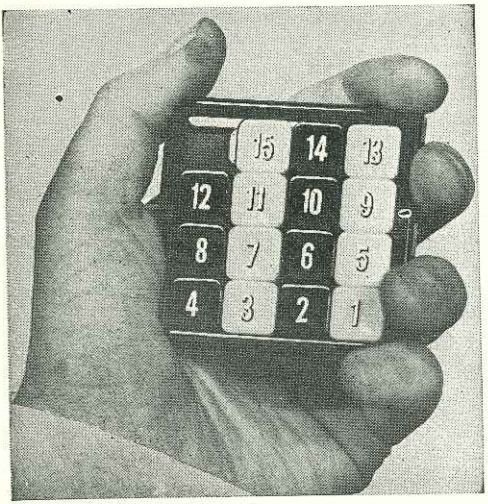
## TEN YEN




The fascinating Chinese tile game, 450 known solutions. Comes in plastic case with full instructions. The mose popular game of the year. One dozen to display carton.

TYN Retail $1.00 Wholesale $7.20 dz.

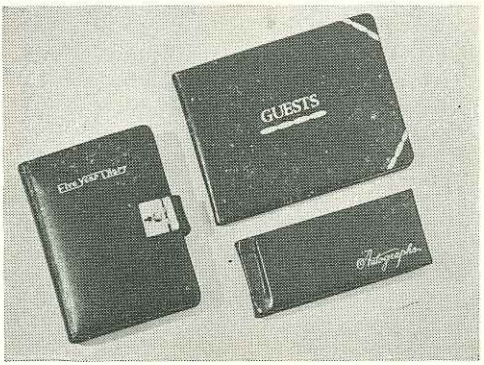
## DELUXE 15 GAME




The most sensationally successful game of all times. Millions have been sold. This De Luxe Model is the Tiffany of the 15 Game Clan. Beautifully made with precision action. Comes in handsome carrying case. One dozen to display carton.

FIG Retail $1.00 Wholesale $7.20 dz.

## AUTOGRAPH - DIARIES - GUEST




Three staple and popular numbers. Comes in silk rayon and genuine leather. Autograph in leather only. Assorted colors.

AUTOGRAPH

AUH Retail $1.00 Wholesale $7.20 dz.

GUEST BOOKS

GUS Silk
Retail $2.25 Wholesale $15.00 dz.

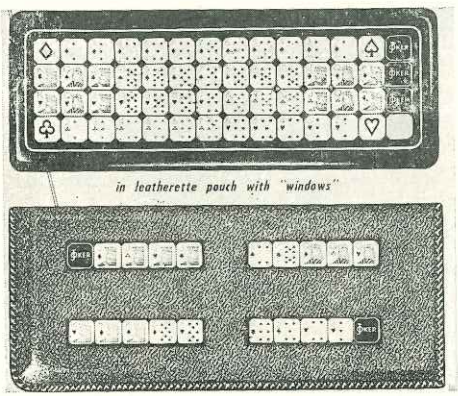
GUB Leather
Retail $2.50 Wholesale $18.00 dz.

5 YEAR DIARIES WITH LOCKS

FYS Silk
Retail $2.50 Wholesale $18.00 dz.

FYL Leather
Retail $3.50 Wholesale $24.00 dz.

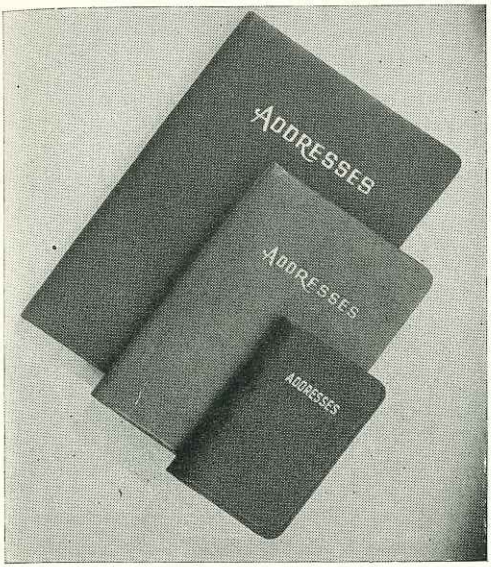
## INTERLOCKARDS




A full deck of interlocking cards. Many new and old games can be played, such as: 21, Ace Race, Marriage, Widow Poker. Full instruction with each game. Comes in leatherette pouch.

INL Retail $2.95 Wholesale $21.60 dz.

## ADDRESS BOOKS




Fine quality address books in three popular sizes. Comes in genuine leather and silk rayon coverings. Assorted colors.

SILK RAYON

ADS Small
Retail $1.00 Wholesale $6.00 dz.

ADG Large
Retail $2.00 Wholesale $14.40 dz.

LEATHER

ADB Small
Retail $1.00 Wholesale $6.00 dz.

ADM Medium
Retail $2.00 Wholesale $14.40 dz.

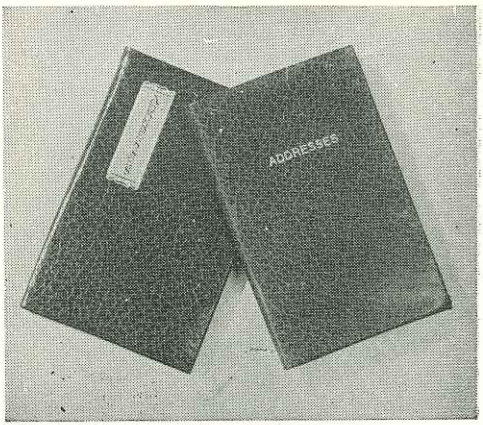
ADL Large
Retail $2.50 Wholesale $18.00 dz.

## TOURNAMENT CHESSMAN

A good looking Modestly priced set of chessman. All plastic in gift box.

CHM Retail $1.25 Wholesale $9.00 dz.

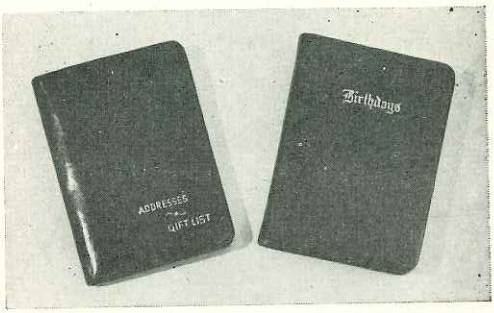
## SURREY ADDRESS BOOKS




Known the world over as the finest address books made. Produced in England they have the feature of great flexibility. Made of the finest English Morocco and Ecrese leather with French wafer thin paper. Comes in wide assortmentof colors.

SAB Retail $1.25 Wholesale $9.00 dz.

## BIRTHDAY - GIFT LIST




Birthday books with the popular Zodiac analysis. Gift list has addresses and listing of data needed for family and friends at gift giving time. Comes in genuine leather and silk rayon coverings. Assorted colors.

BIRTHDAYS

BDS Rayon
Retail $1.50 Wholesale $10.80 dz.

BDB Leather
Retail $2.25 Wholesale $15.00 dz.

GIFT LIST

GIS Silk
Retail $1.50 Wholesale $10.80 dz.

GIL Leather
Retail $2.25 Wholesale $15.00 dz.

## MONTE CARLOWE

A handsome set for the game room. The ever popular little bandit, miniature roulette, and chuck a luck. All in handsome case with 100 tiny chips. All the rules and equipment for enjoyment of the games.

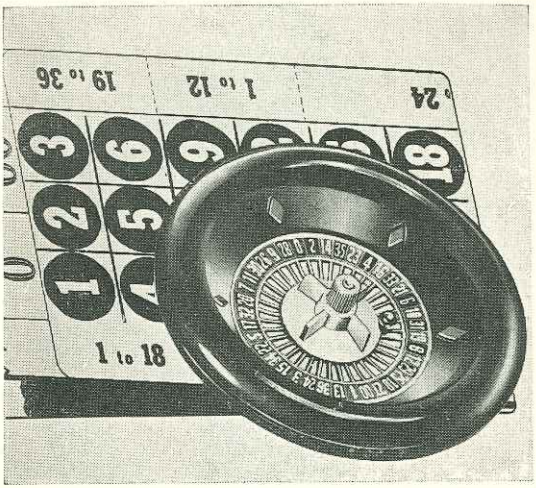
MTC Retail $4.50 Wholesale $34.20 dz.

## DIT-HO

The fascinating 15 game now in competitive form. Two games with cards and instructions in platsic case. A hit. number. 6 to display carton.

DTO Retail $1.50 Wholesale $10.80 dz.

## MINIATURE ROULETTE

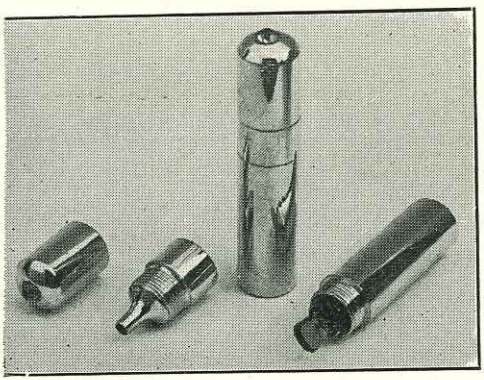



Small enough to carry in your pocket. This ever popular game affords no end of pleasure for those with the love to take a chance urge. Gift package is handsomely boxed with 100 miniature chips.

RWM Regular
Retail $1.25 Wholesale0 $8.4 dz.

RWG Gift
Retail $2.25 Wholesale $16.20 dz.

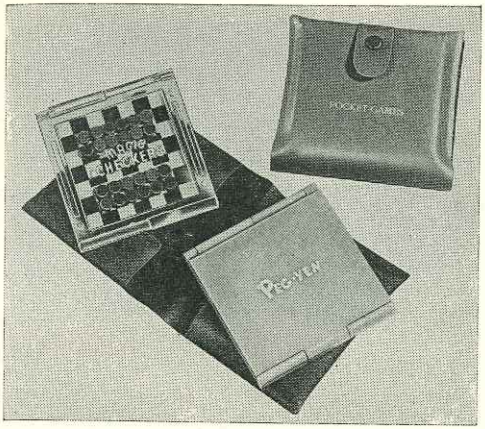
## FLACON FUNNEL PERFUME VIAL



Phenomenally successful. Smart and tricky. Has the double stopper feature, making it absolutely leak-proof. The funnel can be carried or parked at home. Gold plated with simulated Jeweled top in Red, Blue, Green, Crystal.

FFP Retail $1.50 Wholesale $10.80 dz.

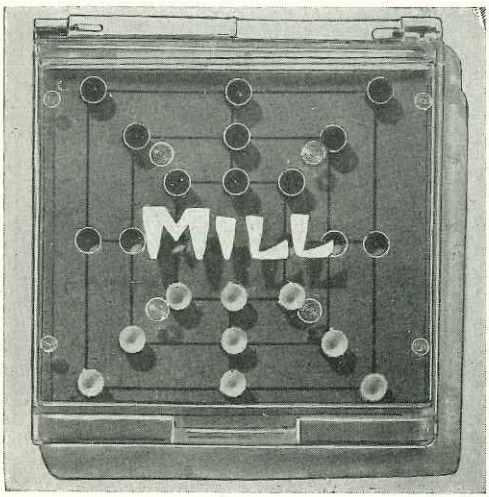
## MAGIC CHECKERS - PAG YEN




Two popular games that are enjoying nationwide sales. Checkers are magnetized and Peg Yen is a new game of great fascination. These are sold in separate units, or together in carrying case which is a grand set to send to Army or Navy personnel.

PEG Pegyen
Retail $1.00 Wholesale $7.20 dz.
MGC Checkers
Retail $1.29 Wholesale 9.36 dz.
PGS Set
Retail $2.95 Wholesale $21.00 dz.

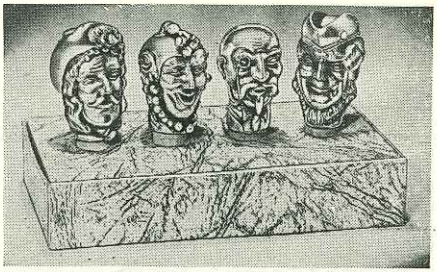
## MILL GAME




This game has been popular in Europe for many generations. Introduced here, it is meeting with instant success. Comes in plastic case that fits in pocket. Instructions for playing. One dozen to display carton.

MLG Retail $1.00 Wholesale $7.20 dz.

## OLD ENGLISH BOTTLE STOPPER



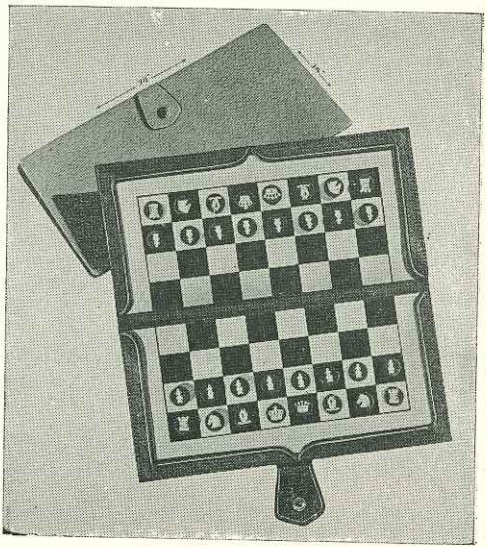
These amusing bottle stoppers are Silver Plated, and can be sold separately or in sets of four. Comes four to a bo.

BSP Retail $1.50 each
Wholesale $10.80 dz. pcs.

MATCHING STIRRERS
4 to a box

OES Retail 75c each
Wholesale $5.40 dz. pcs.

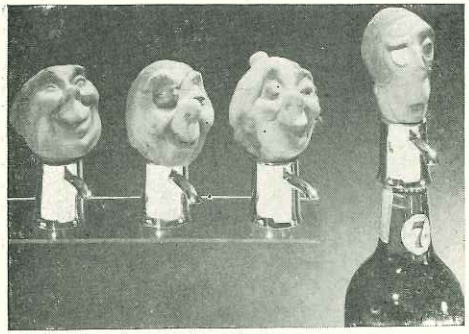
## CHESS AND CHECKERS



The handsomest game set yet. Wonderful for travelers and Army and Navy personnel. The men and board is magnetized and will remain in place between playing time. Chess on one side, checkers on the other. Case is of simulated alligator, fits pocket.

CAI Retail $3.50 Wholesale $24.00 dz.

## NIP TENDERS



Mike, MacDuff, Reggie and Buc. Guaranteed to add distinction to any home bar. Squeeze them and they faithfully deposit a jigger of the joy of lifewhere needed. Hand painted, colorful, funny. Individually boxed.

NIP Retail $2.95 Wholesale $21.60 dz.

## FOR BABY

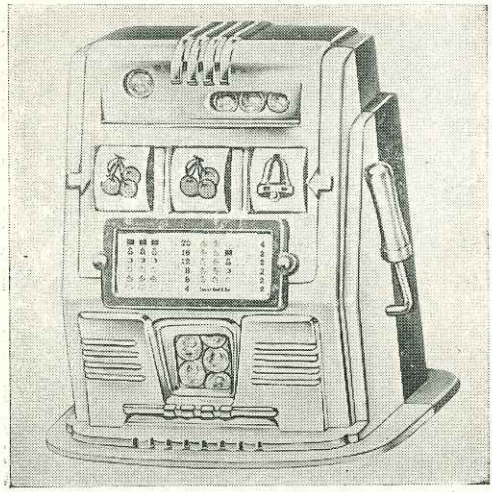
Highly popular baby gifts. All of plastic hand decorated in pink and blue. Gift boxed.

BCP Cup
Retail 85c Wholesale $6.00 dz.

BUJ Juicer
Retail $1.00 Wholesale $7.20 dz.

BCB Brush
Retail $1.00 Wholesale $7.20 dz.

## LITTLE BANDIT



An exact duplicate of the ever popular slot machine in miniature, minus the slot. Grand fun and excitement watching 'em roll. Gift model is handsomely boxed with 100 miniature chips.

LTB Regular
Retail $1.25 Wholesale $8.40 dz.

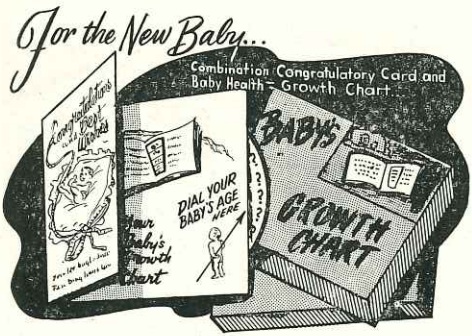
LTG Gift
Retail $2.25 Wholesale $16.20 dz.

## COOKIE CUTOUTS

Ten plastic cutouts. Easy and quick to use. Simply push out cookie through hole. Subjects: Clock, Rabbit, Carriage, Witch, Cat, Angel, Cross, Candle, Leaf, Moon.

COU Retail $1.00 Wholesale $7.20 dz.

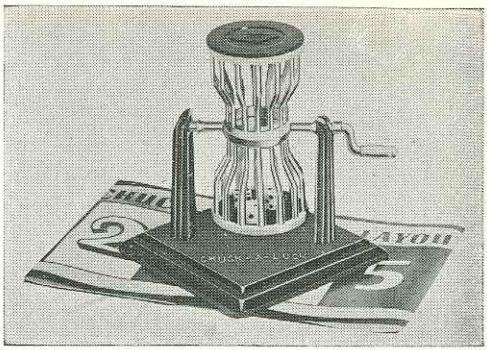
## BABY GROWTH CHART


For the New Baby...
Combination Congratulatory Card and Baby Health-Growth Chart
Congratulations on your New World
Your Baby's Growth Chart
DIAL YOUR BABY'S AGE HERE
BABY'S
GROWTH CHART

Every mother and every baby gift purchaser a prospect. A new type multi-color baby card. Combines message to parents plus growth chart which can be used as a guide for years. Simply dial to month and card will register weight, height, chest, and number of teeth baby should have at this age. For boys or girls. A proven best seller.

BGC Retail 35 c Wholesale $2.10 dz.

## CHUCK A LUCK



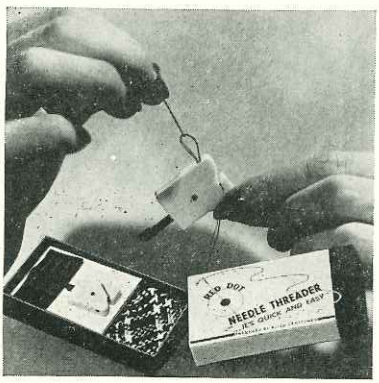
The grand old Chuck A Luck now in miniature. Great fun for the home or office. Comes with layout and full instruction. Gift set is handsomely boxed with 100 miniature chips.

U.S. Patent Office
JUL 2 1952
Design D

CHL Regular
Retail $1.25 Wholesale $8.40 dz.

CHG Gift
Retail $2.25 Wholesale $16.20 dz.

## RED DOT NEEDLE THREADER




Hundreds of Thousands of these clever Needle Threaders have been sold. So easy to use. Produced by Blind Craftsman. Kit consists of Threader, Needles and 16 colors of Pull Easy Thread.

RDT Retail 75¢ Wholesale $5.40 dz.

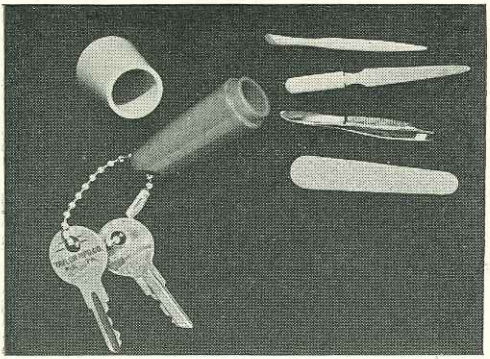
## PLACE LITES

A charming idea for the dinner table. Each lite has a mirror which reflects the lights in a most intriguing manner. Each set consists of 8 candles and 8 mirrors. Refills available.

PLL Lights
Retail $2.00 Wholesale $14.40 dz.

PLR Refills
Retail $1.00 Wholesale $7.20 dz.

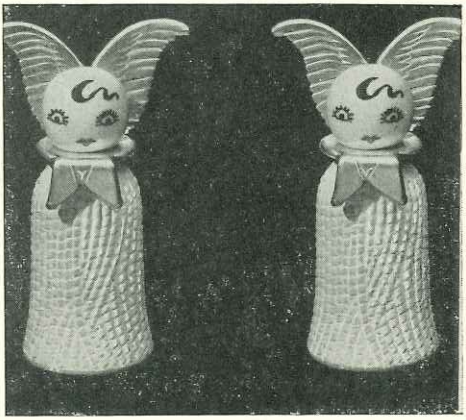
## MANICURE KEYRING



Tiny little manicure tools consisting of Nail File, Orange Stick, Tweezers and Emery Board in practical plastic carrying case with Key Ring. Twelve to Display Card.

MKC Retail 75c Wholesale 5.40 dz.

## HEAVENLY PAIR SALT N PEPPER



Angelic looking with gleaming golden wings and pearly white robes. Comes in handsome see through gift box.

ANG Retail $1.00 Wholesale $7.20 dz.

## BEAN BAG ASHTRAY

One of the most popular ashtrays of all times. Fits on the arm of any chair or curved surface. Comes in plain color suede or the popular plaid.

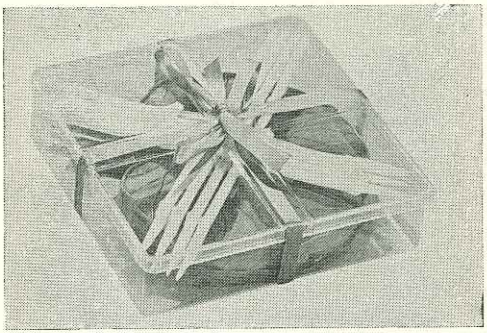
BBA Suede

Retail $1.25 Wholesale $8.50 dz.

BBP Plaid

Retail $1.50 Wholesale $10.80 dz.

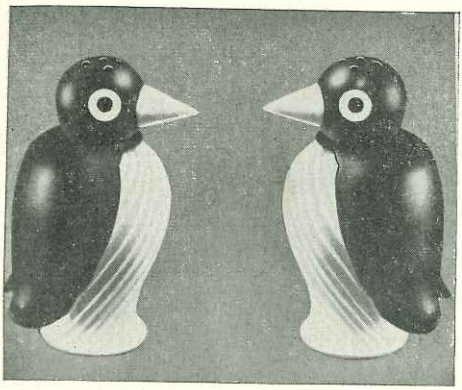
## LEAF COASTERS - TWIG STIRRERS



The Popular Protecto Mats with matching Twig Stirrers in a beautiful plastic case. Mkaes a very handsome and useful gift. Each set contains 8 mats and 8 sstirrers.

PMS Retail $2.25 Wholesale $16.20 dz.

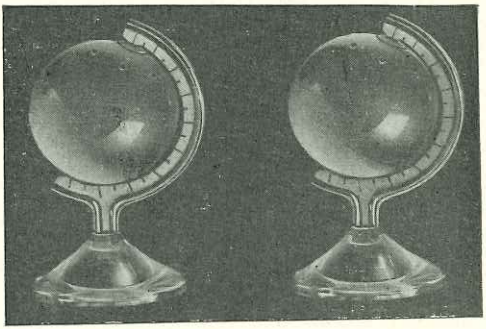
## PENGUIN PALS SALT N PEPPER



Perky little penquins with glossy black coats and shiny white dickies. Comes in attractive see through gift box.

PNP Retail $1.00 Wholesale $7.20 dz.

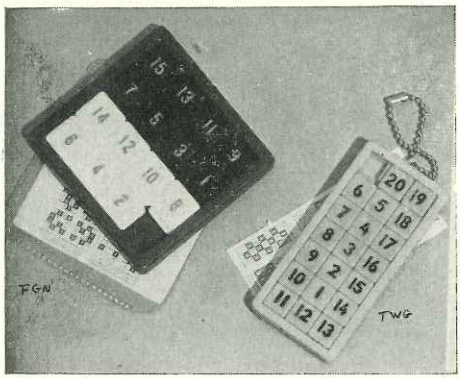
## GLOBE SALT & PEPPER



Authentic replica of the world globe, makes the "Salt of the Earth" yours in these fascinatingly different Salt & Peppers. Crystal clear Globe revolves in a highly polished metal frame,mounted on a graceful clear base. Height 2⅜ inches.

GSP Retail $1.00 Wholesale $7.20 dz.

## 15 and 20 GAMES




Popular priced 15 game. Comes in plastic carrying case, with rules. 20 game has key-chain, also instructions.

TWG 20 game
Retail 49c Wholesale $3.60 dz

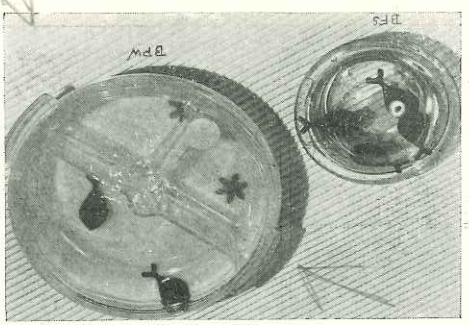
FGN 15 game
Retail 59c Wholesale $4.32 dz.

## DUTCH GIRL SALT N PEPPER

Quaint little milkmaid with buckets of crystal clear glass. 4 inches in see through gift box.

DUS Retall $1.00 Wholesale $7.20 dz.

## FISH BOWL - PLATE WARMER



A fish bowl with real water, and plastic fish. Very unusual and entertaining. Plate warmer also has plastic fish. Keeps baby's food warm. Gift Boxed.

BFS Bowl

Retail $1.19 Wholesale $8.40 dz.

BPW Warmer

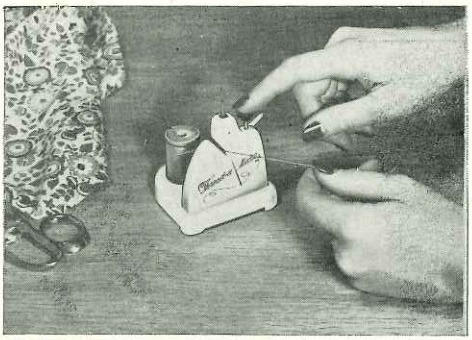
Retail $2.50 Wholesale $18.00 dz.

## SPEAR - SPOON

A new one for the party-Giving Clan. A clever combination of Spoon and Fork that finds so many uses in most Homes. Beautifully made of engraved aluminum with that eye appeal and usefulness that makes it a hit number. Spear-Spoons come tight to the gift box.

SPS Retail $2.00 Wholesale $14.40 dz.

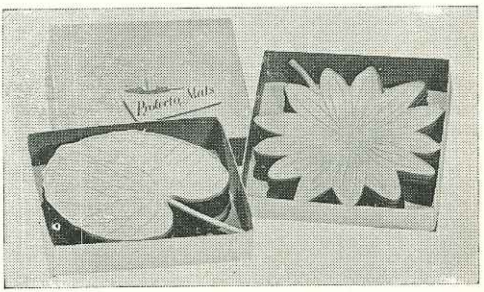
## THREADOMATIC



Approved by "Good Housekeeping." Over a quarter of a million sold to date. Easy to use. No more eye strains. A beautiful precision instrument that is a must for all needle welders. Handsomely Gift Boxed.

TMA Retail $2.95 Wholesale $21.60 dz.

## PROTECTO MATS



The most popular coasters on the market. Plastic, in leaf and daisy patterns. Eight mats in gift box.

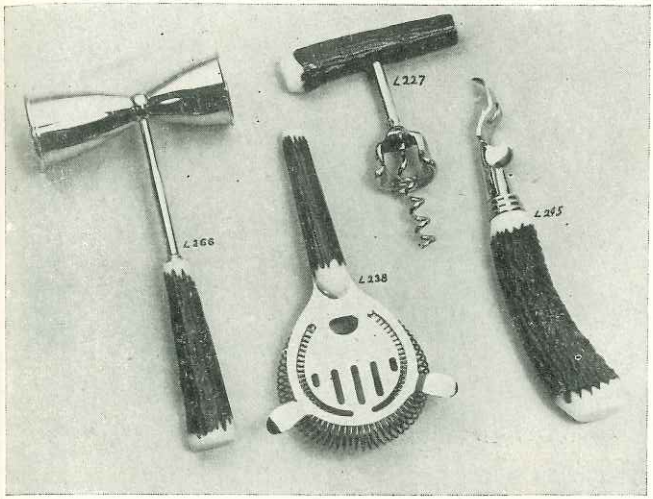
PTM Leaf

Retail $1.25 Wholesale $9.00 dz.

DSC Daisy

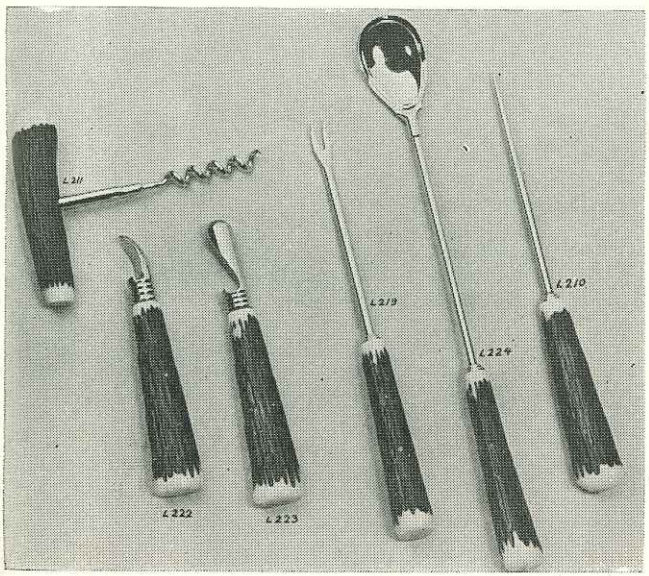
Retail $1.25 Wholesale $9.00 dz.

## STAGG HANDLE BARTOOLS

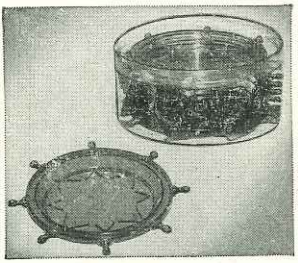



Made to grace the swankiest of Home Bars. The always fashionable stagg handles in simulated plastic. All tools chromium plated. Gift boxed.

| | | | | | |
|---|---|---|---|---|---|
| L210 | Retail | $1.00 | Wholesale | $7.20 | dz. |
| L211 | Retail | $1.00 | Wholesale | $7.20 | dz. |
| L219 | Retail | $1.00 | Wholesale | $7.20 | dz. |
| L222 | Retail | $1.50 | Wholesale | $10.80 | dz. |
| L223 | Retail | $1.50 | Wholesale | $10.80 | dz. |
| L224 | Retail | $1.50 | Wholesale | $1080 | dz. |
| L227 | Retail | $1.50 | Wholesale | $10.80 | dz. |
| L238 | Retail | $2.00 | Wholesale | $14.40 | dz. |
| L245 | Retail | $2.50 | Wholesale | $18.00 | dz. |
| L266 | Retail | $3.50 | Wholesale | $25.20 | dz. |



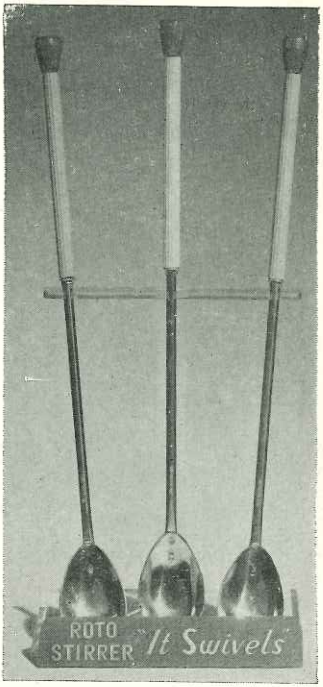

## NAUTICAL COASTERS



The most popular coaster of the day. Cleverly designed in the Marine Motif with Ship Wheel and raised Compass Points. Packed in 6 or 8 coasters in assorted colors in clear acetate boxes.

NC6 Retail $1.00
Wholesal $7.20 dz.
NC8 Retail $1.25
Wholesale $9.00 dz.

## ROTO STIRRER




Grand for mixing Martinis and other drinks. The rotating action does the trick. Handsome lucite display with each order of one dozen.

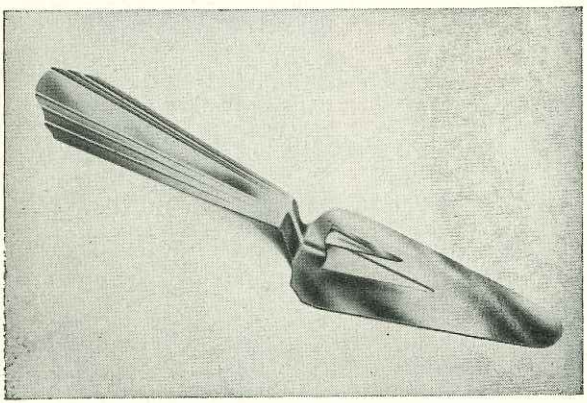
MTS Retail $1.25
Wholesale $9.00 dz.

## MAGIC LUCITE LUGGAGE TAGS

These good-looking and practical Luggage Tags are going over with a bang. Name is clearly visible — yet "locked in" beneath transparent lucite window. Simply wipe off ink or pencil marking for change of address or destination. Every grip and golf-bag lugger will want one. Display furnished free with order of two dozen Tags. Assorted colors.

LBT Retail 50c Wholesale $3.60 dz.

## ROUEN DE LUXE CAKE SERVER



No more "Thumb in the whipped cream" or "Finger-licking." The Cake Gripper holds the serving securely. You can pick it up and set it on the individual plate "Right-side-up," without touching the cake itself. It's easy, convenient, clean. And the new Rouen De Luxe Server is beautifully styled and finished in lustrous chrome plate. A smart serving accessory that every hostess will appreciate.

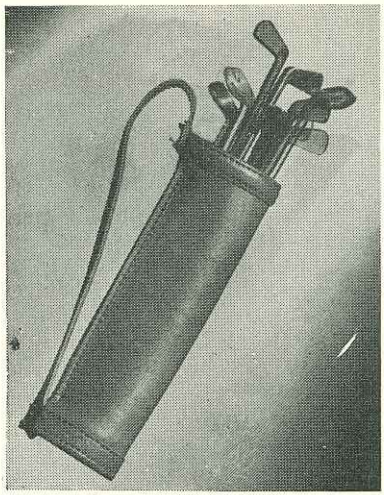
CKS Retail $1.25 Wholesale $9.00 dz.

## CAPE COD URNS

These charming little urns carry the flavor of old New England. Made of highly polished brass with crystal chimney. Not only can they be used as a cigarette holder and ash tray, but also make a delightful candlestick holder.

CCU Retail $1.00
Wholesale $7.20

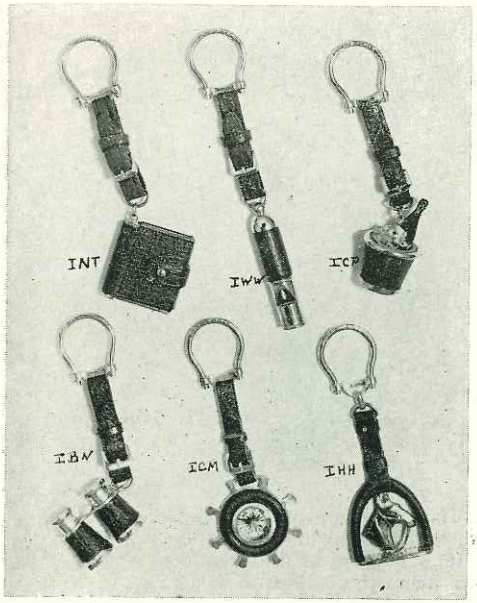
## LEATHER GOLF BAGS



Very cute indeed. A genuine leather golf bag made of top grain cowhide. Saddle Stitching. With 8 plastic golf sticks which are perfect for stirrers. Assorted colors.

GOL Retail $1.75
Wholesale $12.00 dz.

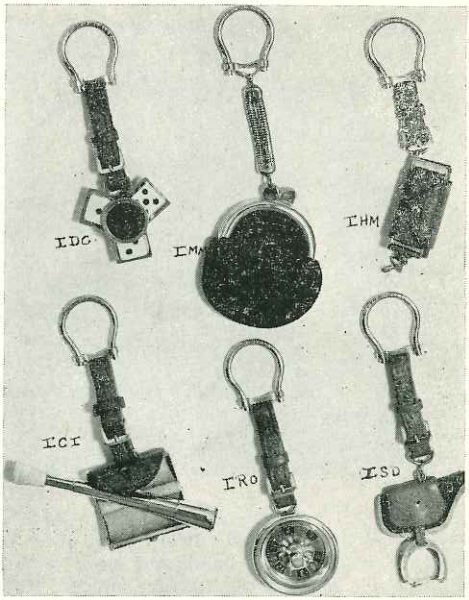
## ITALIAN KEY RINGS




Imported from Italy. They are different. Finest craftsmanship of any key items on to-days market. Golden metal with genuine leather thongs. Order by number.

Retail $1.00 Wholesale $7.20 dz.

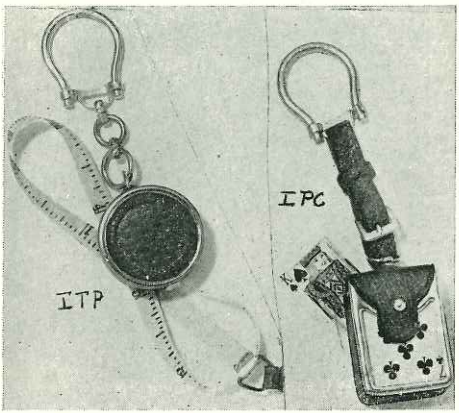
## ITALIAN KEYRINGS




Made in Italy. Without doubt the most charming key items ever introduced. Golden metal with genuine leather thongs. Order by number.

Retail $2.00 Wholesale $14.40 dz.

## ITALIAN KEY RINGS




Made in Italy. Full length Tape Measure, and full deck of cards. Golden metal with genuine leather thongs.

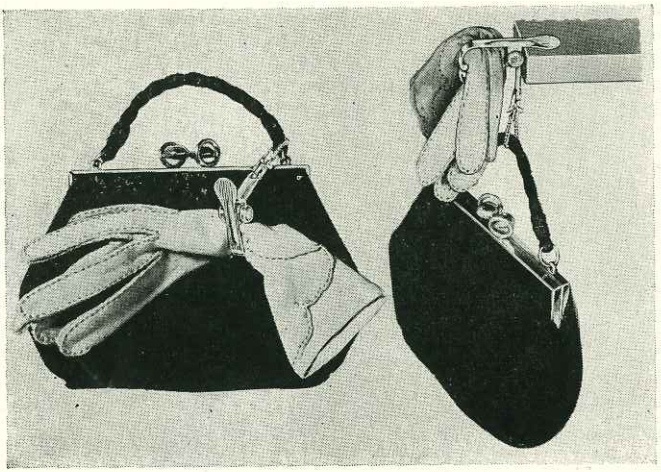
| | | |
|---|---|---|
| ITP | Retail $2.00 | Wholesale $14.40 dz. |
| ITC | Retail $2.50 | Wholesale $18.00 dz. |

## LEISURETTES - RAINBOW BOOTS

Leisurettes for both men and women. Grand for beach, home and travel. Sponge rubber cushioning, like walking on air. Waterproof, washable. Rainbow boots for rainy weather protection. All have carrying cases. Come in small, medium and large.

| | | |
|---|---|---|
| SBT | Retail $1.50 | Wholesale $10.80 dz. |
| LSW | Retail $1.50 | Wholesale $10.80 dz. |
| LSM | Retail $1.50 | Wholesale $10.80 dz. |

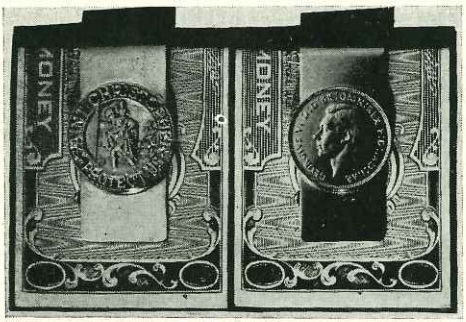
## DORAN GLOVE AND BAG HOLDER



The most popular Glove and Handbag holder on today's market. Beautifully gold plated with jeweled end settings. The handsome clear acetate Gift boxing gives the number an outstanding appeal. Stock this item, you will find it one of your fastest selling numbers.

DGB Retail $1.00 Wholesale $7.20 dz.

## MONEY CLIPS

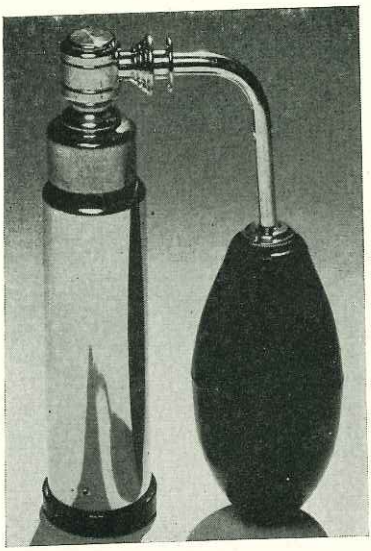



Handsome money clips in Golden metal. English Pennie and St. Christopher Gold plated.

MOP Pennie
Retail $2.00
Wholesale $14.40 dz.

MOS St. Chris.
Retail $2.00
Wholesale $14.40 dz.

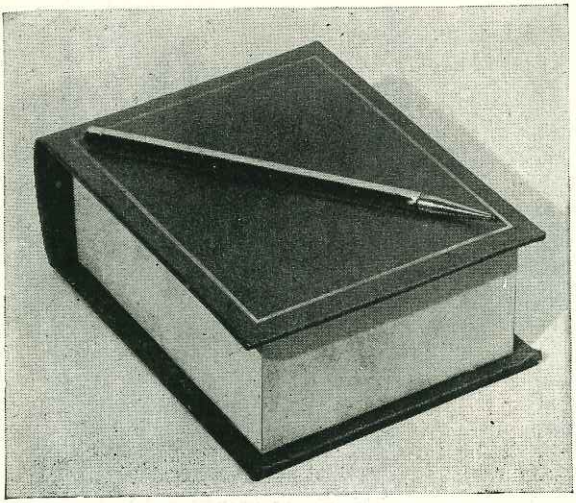
## TINY PERFUME AUTOMIZER



Cute as can be. Only 2¾ inches high. Can be used in dresser or carried in purse. Golden metal with genuine rubber bulb.

ATO Retail $2.00
Wholesale $14.40 dz.

## MAGNETIC JUMBO PAD

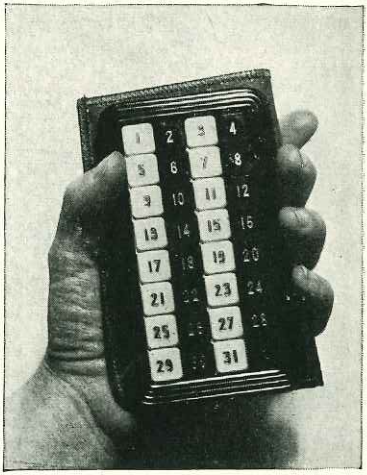


A large Giant sized memo pad in Genuine Leather, with Pencil which is held on top of pad magnetically. Comes in Wine, Green, and Brown.

JMM Retail $2.95 Wholesale $21.60 dz.

JMF Refills Retail 60 c Wholesale $4.32 dz.

## THIRTY ONE GAME

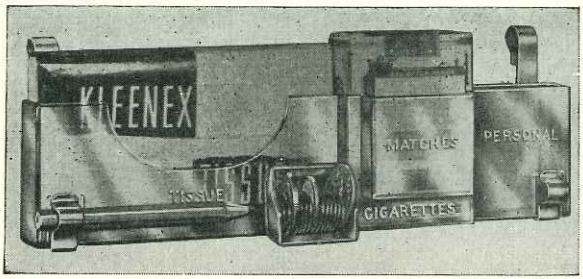


A new member that will be sure to please the many thousands of 15 game fans. Double the pleasure, Double the trouble of solution. Beautifully made with great precision of action. Each in a handsome carrying case. Comes 6 to a display carton.

THG Retail $2.00

Wholesale $14.40 dz.

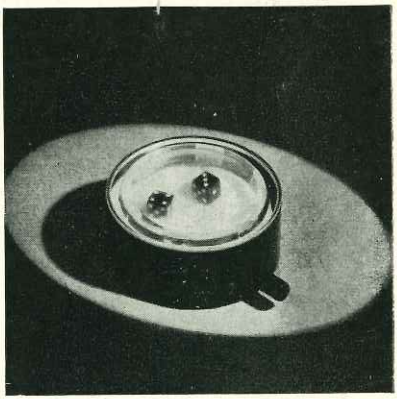
## AUTO VISOR CLIPPER




Beautifully colored plastic carry-all for the Motorist. Clips over the visor and has space for tissue, cigarettes, matches, pencil, personal gadgets plus a handy coin saddle for Bridge and Tunnel tolls. Assorted colors.

VIC Retail $1.00 Wholesale $7.20 dz.

## GALLOPING DOMINOES



Push the button and watch 'em roll. Barrels of fun. Can be carried in pocket ready for action at all times. One dozen to display carton.

DSH Retail 69c

Wholesale $5.04 dz.

## SOUVENIER BRACELETS

A terrific hit with the Tourist Trade. All the 48 States cut out with appropriate danglers. Gold Plated. Display Cord with 1 dz.

STA Retail $1.00 Wholesale $7.20 dz.

Give Names of States wanted.

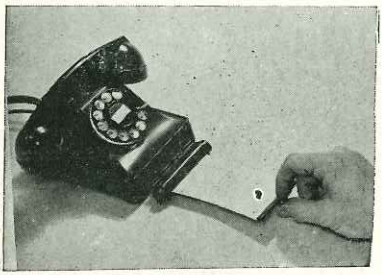
## MIXING SET

All the recipes of the Popular Cocktails right on the glass. Every home bar needs one Gift Boxed.

CMX Retail $1.19

Wholesale $8.40 dz.

## TELEDEX

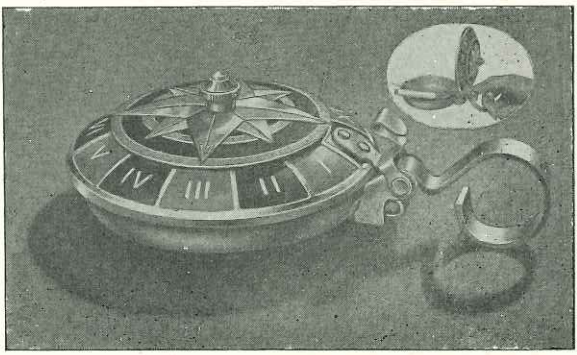


Needed on Every Phone. All of the oft used numbers instantly at your finger tips. Will fit round or square type phones. Comes in black finish to match phone.

TDX Retail $2.50

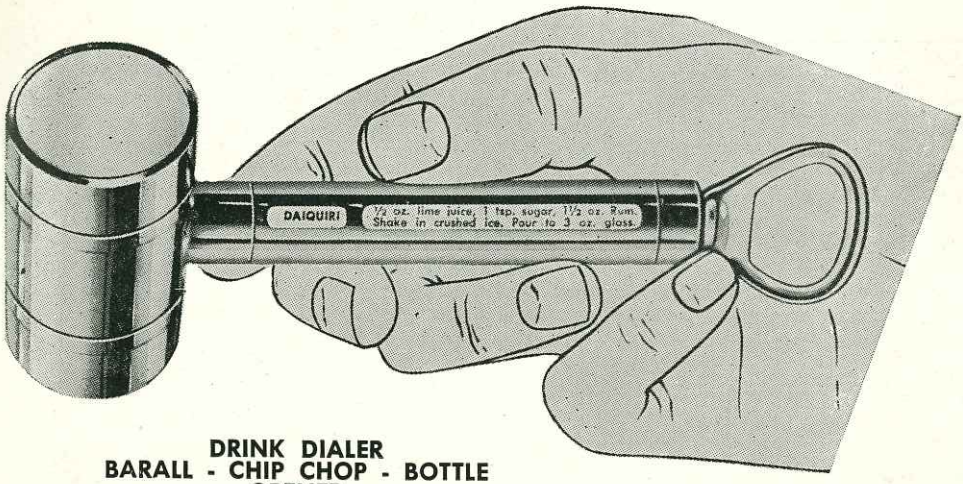
Wholesale $18.00 dz.

## ROULETTE SILENT BUTLER

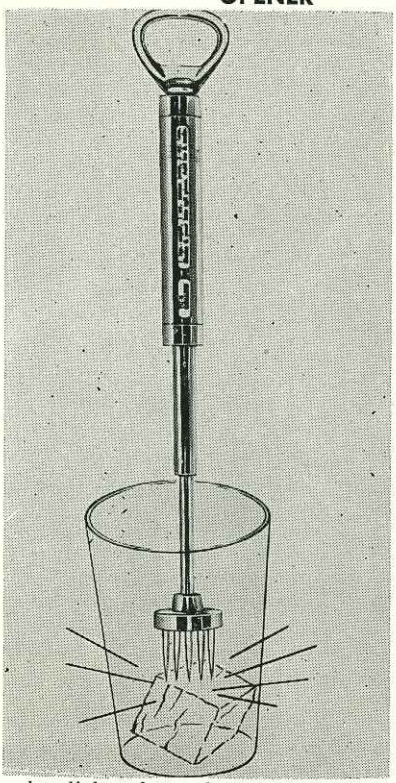


Highly polished brass with enamel marking. Used not only as an ash tray and for picking up cigarette ends and ashes but by spinning the wheel you have a perfect roulette setup. Grand for Rumpus Room. Diameter 3½ inches.

ROB Retail $3.50 Wholesale $24.00 dz.




## DRINK DIALER
## BARALL - CHIP CHOP - BOTTLE OPENER



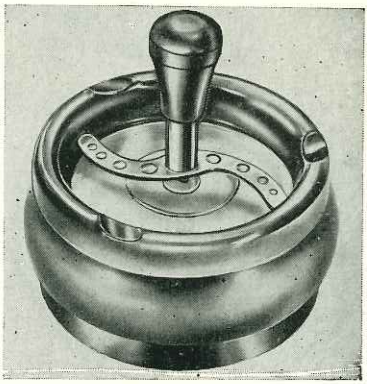
Twist the dial and you have complete cocktail recipes. All are Chrome plated and handsomely gif boxed.

DDS Opener
Retail $1.00 Wholesale $7.20 dz.

DDC Chip Chop
Retail $2.50 Wholesale $18.00 dz.

DDB Barall
Retail $2.50 Wholesale $18.00 dz.

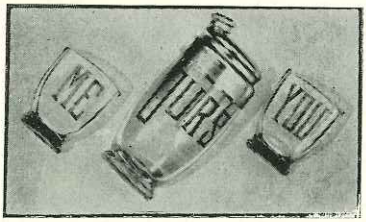
## WHIRLAWAY ASH TRAY



Press top and ashes are whisked away in a jiffy by rapid revolving motion of disc. Highly intriguing. Made of metal in coppertoned and onyx finish.

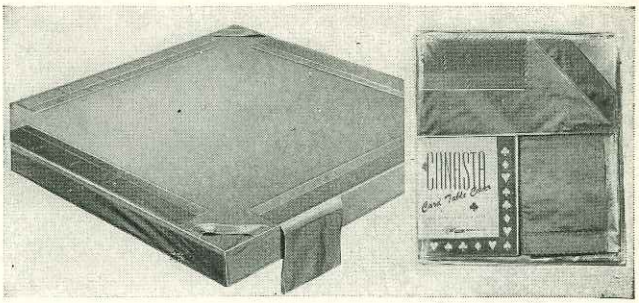
WRA Retail $3.95 Wholsale $28.80 dz.

## Me and You Cocktail Set



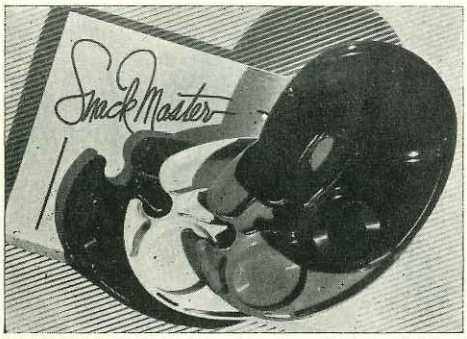

A highly popular number. Handsome Chromium Topped shaker with two tumblers in crystal clear glass. Markings are etched in Glass. Gift Boxed.
YMC Retail $3.95
Wholesale $27.00 dz.

## CANASTA TABLE COVERS




A really workable cover for Canasta playing. Fine quality plastic covering in contrasting colors. Has pockets for cards. Splendid value.
CCO Retail $2.50 Wholesale $18.00 dz.

## SNACK MASTERS

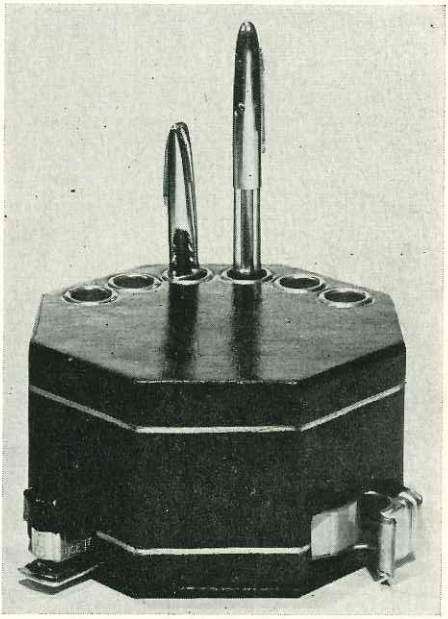



Grand for outdoor and indoor parties. 4 Handsome Plastic palettes, in assorted colors.
SCM Retail $2.00 Wholesale $14.40 dz.

## PARTY PICKS

48 clever picks for canopes, sandwiches, Hors D'Oeuvres, etc., in four sculptured designs. Can be used over and over again. Handsome acetate display box.
FPK Retail 79c Wholesale $5.76 dz.

## DESK ORDERLY



Designed to keep your desk in order. Parking place for Pen and Pencils. A Stapler and a Scotch tape holder. Handsome Gold tooled genuine leather in Brown, Maroon and Green. Gift Boxed.

DSO Retail $7.50 Wholesale $54.00 dz.

# bantamlite POCKET FLASHLIGHT SPECIALTIES

## BRAND NEW! Automatic COUNTER-PAK Display

AUTOMATIC . . . Sell one . . . and presto! Rest of stock automatically drops into place.

GIFT BOXES — Each Bantamlite packed in rich maroon and golden gift box.

SALES PUNCH — Gold, cream and maroon colors attract customers. Sell... Extra profits for you.

## FREE!

One COUNTER - PAK Display with each dozen G - 55 or B - 14 Bantamlite Streamliner.

U. S. Patent Office
JUL 2 1953
Design Division

## ROY ROGERS

SUPER POWERED

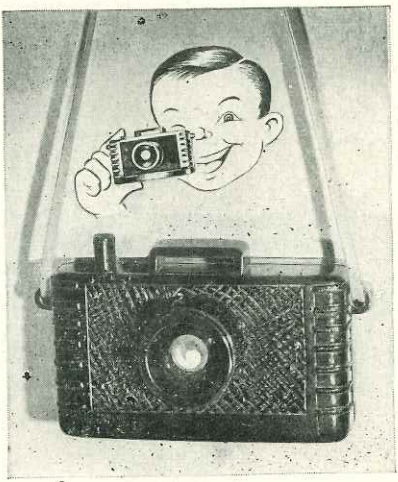
### COWBOY POCKET FLASHLIGHT

Roy Rogers . . . King of the Cowboys . . . is America's sensational new Television Star. No wonder! This official Roy Rogers Cowboy Flashlight is selling like wildfire. Brilliant red top glows when light is on. Super-powered with 2 penlite batteries and General Electric lens-end bulb. A "natural" low priced gift for every boy and girl! FREE display with each dozen.

BRR Retail 89c Wholesale $6.48 dz.

### IDEAL SAFETY LIGHT

Bantamlite Pocket Flashlights are the perfect answer to a handy emergency flashlight. Fits in the palm of your hand . . . yet throws an amazingly long, strong beam. People throughout the country are buying one for each member of the family. Feature Bantamlites now . . . when a handy flashlight is a "must."



## FLASHY CAMERA FLASHLIGHT

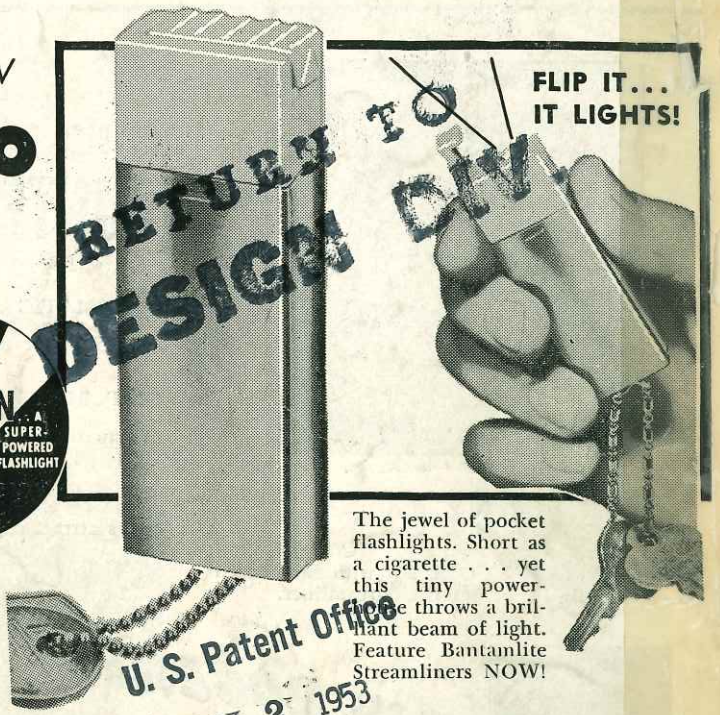
What an idea. Looks fine, candid camera the button . . . it cl LIGHTS! In flash with simulated m leathe reffect. Bri carrying strap. Cli kids . . . and grown- Complete with batter G.E. lens-end bulb display with each K25 Retail 59c Wholesale $4.32 d

# Bantamlite POCKET FLASHLIGHTS

featuring the NEW

## NITE-GLO

Works like magic. Glows in dark when light is off and says "Here I am" when you need it.




The jewel of pocket flashlights. Short as a cigarette . . . yet this tiny power-house throws a brilliant beam of light. Feature Bantamlite Streamliners NOW!

RETURN TO DESIGN
U. S. Patent Office
JUL 2 1953
Design Division
RETURN TO DESIGN

G-55 BANTAMLITE GOLD-TONE KEY CHAIN SET. Metal case with satin-gold finish and golden key-chain. NITE-GLO head. Complete with 2 standard batteries and GE bulb. Gift boxed.
Retail $1.00 Wholesale $7.20 dz.

J-14 JEWEL-TONE KEY-CHAIN SET. Metal case in distinctive Jewel-Tone colors: Ruby Red, Saphire Blue, Emerald Green . . . topped with NITE-GLO head. Gift boxed.
Retail $1.00 Wholesale $7.20 dz.

P-500 GOLDEN-GLOW KEY CHAIN SET. A deluxe gift Bantamlite in fine, genuine 24K Gold-Plated finish. Golden bar key-chain . . . in combination gold and maroon platform gift box.
Retail $1.50 Wholesale $10.80 dz.

L-600 IMPERIAL LEATHER DELUXE. Golden metal case lavishly covered in genuine red and green snakeskin . . . also genuine pigskin. Golden bar key chain. DeLuxe gift boxed.
Retail $2.00 Wholesale $14.40 dz.

FREE! EYE-CATCHING COUNTER and WINDOW DISPLAYS with EACH DOZEN!

Turn page . . . inside back cover . . . and see details on Bantamlite's new Automatic COUNTER-PAK Dispenser.

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D'Oeu
Can
aceta
FTK

**Distinctive Creations Inc.**
10 West 47th Street New York 36, N. Y.